

# RJR Account Analysis

SAM'S CLUB - BUFFALO REGION (16XX)

1ST QTR 97 THROUGH 4TH QTR 97

Chain ID: 9501-00-00

# of Stores: 10

RJR Responsibility: MARTY WASHBURN

AIM Data																					
	1st Qtr 97			2nd Qtr 97				SOM	3rd Qtr 97				SOM	4th Qtr 97				SOM	TOTAL 97		
	Carton			Carton			Diff vs.		Carton			Diff vs.		Carton			Diff vs.		SOC	SOM	Carton
Industry	Volume	SOC	SOM	Volume	SOC	SOM	Prev.		Volume	SOC	SOM	Prev.		Volume	SOC	SOM	Prev.		SOC	SOM	Volume
Full Price	236,271		72.87%	211,357		78.22%	+5.35%		149,960		81.35%	+3.13%		129,356		80.01%	-1.34%			77.30%	726,944
Brd. Savings	87,194		26.89%	58,288		21.57%	-5.32%		34,337		18.63%	-2.94%		31,823		19.68%	+1.06%			22.50%	211,642
PL/BW	780		0.24%	561		0.21%	-0.03%		42		0.02%	-0.18%		496		0.31%	+0.28%			0.20%	1,879
Total Savings	87,974		27.13%	58,849		21.78%	-5.35%		34,379		18.65%	-3.13%		32,319		19.99%	+1.34%			22.70%	213,521
Total	324,245		100.00%	270,206		100.00%			184,339		100.00%			161,673		100.00%					940,465
RJR		SOC	SOM		SOC	SOM	SOM DIF			SOC	SOM	SOM DIF			SOC	SOM	SOM DIF		SOC	SOM	
RJR Full Price	40,092	16.97%	12.36%	37,347	17.67%	13.82%	+1.46%		23,282	15.53%		-13.82%		20,089	15.53%				16.62%	12.85%	120,810
RJR Brd.Sav	11,072	12.70%	3.41%	5,647	9.69%	2.09%	-1.32%		1,973	5.75%		-2.09%		2,116	6.65%				9.83%	2.21%	20,808
RJR PL/BW				-20	-3.57%	-0.01%	-0.01%												-1.06%	0.00%	-20
RJR Tot Savings	11,072	12.59%	3.41%	5,627	9.56%	2.08%	-1.33%		1,973	5.74%		-2.08%		2,116	6.55%				9.74%	2.21%	20,788
		SOC	SOM		SOC	SOM				SOC	SOM				SOC	SOM			SOC	SOM	
Total RJR	51,164		15.78%	42,974		15.90%	+0.12%		25,255		13.70%	-2.20%		22,205		13.73%	+0.03%			15.06%	141,598
Camel Ex Reg	10,374	4.39%	3.20%	10,140	4.80%	3.75%	+0.55%		5,241	3.49%	2.84%	-0.91%		4,077	3.15%	2.52%	-0.32%		4.10%	3.17%	29,832
Winston	16,903	7.15%	5.21%	16,502	7.81%	6.11%	+0.89%		9,273	6.18%	5.03%	-1.08%		8,559	6.62%	5.29%	+0.26%		7.05%	5.45%	51,237
Salem	6,095	2.58%	1.88%	4,842	2.29%	1.79%	-0.09%		3,994	2.66%	2.17%	+0.37%		3,435	2.66%	2.12%	-0.04%		2.53%	1.95%	18,366
Doral	7,836	8.91%	2.42%	3,982	6.77%	1.47%	-0.94%		1,422	4.14%	0.77%	-0.70%		1,522	4.71%	0.94%	+0.17%		6.91%	1.57%	14,782
PHILIP MORRIS	168,172		51.87%	145,791		53.96%	+2.09%		103,511		56.15%	+2.20%		90,749		56.13%	-0.02%			54.04%	508,223
LORILLARD	29,431		9.08%	27,749		10.27%	+1.19%		20,913		11.34%	+1.08%		18,350		11.35%	+0.01%			10.25%	96,443
LIGGETT	1,410		0.43%	740		0.27%	-0.16%		682		0.37%	+0.10%		537		0.33%	-0.04%			0.36%	3,369
BAT	74,068		22.84%	52,952		19.60%	-3.25%		33,978		18.43%	-1.16%		29,070		17.98%	-0.45%			20.21%	190,068
Marlboro	125,109		38.58%	107,775		39.89%	+1.30%		74,247	49.51%	40.28%	+0.39%		65,969	51.00%	40.80%	+0.53%			39.67%	373,100
Basic	15,358		4.74%	10,914		4.04%	-0.70%		7,246	21.08%	3.93%	-0.11%		7,390	22.87%	4.57%	+0.64%			4.35%	40,908
Premium Buy	780		0.24%	581		0.22%	-0.03%		42	0.12%	0.02%	-0.19%		496	1.53%	0.31%	+0.28%			0.20%	1,899
Newport	21,394		6.60%	20,650		7.64%	+1.04%		15,612	45.41%	8.47%	+0.83%		13,214	40.89%	8.17%	-0.30%			7.54%	70,870
GPC	43,804		13.51%	31,543		11.67%	-1.84%		15,384	10.26%	8.35%	-3.33%		15,782	12.20%	9.76%	+1.42%			11.33%	106,513
VAP	356		0.11%	1,025		0.38%	+0.27%													0.15%	1,381
DPC	22		0.01%	150		0.06%	+0.05%													0.02%	172

AIM Data			
Avg Wkly Cartons/Per Store			
	Industry	RJR	# of Stores
1st Qtr 97	2,494	394	10
2nd Qtr 97	2,079	331	10
3rd Qtr 97	1,576	216	9
4th Qtr 97	1,382	190	9

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# RJR Account Analysis

WAL\*MART SUPER - BUFFALO REGION (16XX)

1st QTR 97 THROUGH 4th QTR 97

Chain ID: 5177-00-00

# of Stores: 8

RJR Responsibility: MARTY WASHBURN

AIM Data																			
Industry	1st Qtr 97			2nd Qtr 97				SOM Diff vs. Prev.	3rd Qtr 97			SOM Diff vs. Prev.	4th Qtr 97			SOM Diff vs. Prev.	TOTAL 97		
	Carton Volume	SOC	SOM	Carton Volume	SOC	SOM	Carton Volume		SOC	SOM	Carton Volume		SOC	SOM	SOC		SOM	Carton Volume	
Full Price	45,132		74.51%	48,099		78.24%	+3.73%	56,982		79.83%	+1.39%	60,551		81.04%	+1.40%		78.55%	210,784	
Brd. Savings	15,038		24.83%	13,112		21.33%	-3.50%	14,131		19.75%	-1.58%	13,842		18.52%	-1.22%		20.92%	56,123	
PL/BW	404		0.87%	264		0.43%	-0.24%	441		0.82%	+0.19%	328		0.44%	-0.18%		0.54%	1,437	
Total Savings	15,442		25.49%	13,376		21.76%	-3.73%	14,572		20.37%	-1.39%	14,170		18.96%	-1.40%		21.45%	57,560	
Total	60,574		100.00%	61,475		100.00%		71,554		100.00%		74,721		100.00%			100.00%	288,324	
RJR		SOC	SOM		SOC	SOM	SOM DIF		SOC	SOM	SOM DIF		SOC	SOM	SOM DIF		SOC	SOM	
RJR Full Price	7,361	16.31%	12.15%	6,747	14.03%	10.98%	-1.18%	7,629	13.39%	10.66%	-0.31%	8,397	13.87%	11.24%	+0.58%	14.30%	11.23%	30,134	
RJR Brd.Sav	4,693	31.21%	7.75%	2,757	21.03%	4.48%	-3.26%	3,616	25.59%	5.05%	+0.57%	3,713	26.82%	4.97%	-0.08%	26.33%	5.51%	14,779	
RJR PL/BW																			
RJR Tot Savings	4,693	30.39%	7.75%	2,757	20.61%	4.48%	-3.26%	3,616	24.81%	5.05%	+0.57%	3,713	26.20%	4.97%	-0.08%	25.68%	5.51%	14,779	
Total RJR	12,054	SOC	SOM	9,504	SOC	SOM	SOM DIF	11,245	SOC	SOM	SOM DIF	12,110	SOC	SOM	SOM DIF		SOC	SOM	
Camel Ex Reg	2,085	4.62%	3.44%	1,677	3.49%	2.73%	-0.71%	1,687	2.96%	2.36%	-0.37%	1,810	2.99%	2.42%	+0.06%	3.44%	2.71%	7,259	
Winston	2,368	5.25%	3.91%	2,165	4.50%	3.52%	-0.39%	2,985	5.24%	4.17%	+0.65%	3,373	5.57%	4.51%	+0.34%	5.17%	4.06%	10,891	
Salem	1,937	12.54%	3.20%	2,087	15.60%	3.39%	+0.20%	2,051	14.07%	2.87%	-0.53%	2,183	15.41%	2.92%	+0.06%	14.35%	3.08%	8,258	
Doral	4,242	27.47%	7.00%	2,916	21.80%	4.74%	-2.26%	3,536	24.27%	4.94%	+0.20%	3,788	26.73%	5.07%	+0.13%	25.16%	5.40%	14,482	
PHILIP MORRIS	36,583		60.39%	40,296		65.55%	+5.15%	47,108		65.84%	+0.29%	51,535		68.97%	+3.13%		65.41%	175,522	
LORRILARD	4,015		6.63%	5,021		8.17%	+1.54%	5,679		7.94%	-0.23%	5,218		6.98%	-0.95%		7.43%	19,933	
LIGGETT																			
BAT	7,922		13.08%	6,854		10.82%	-2.25%	7,522		10.51%	-0.31%	5,788		7.74%	-2.77%		10.39%	27,884	
Marlboro	26,132		43.14%	29,184		47.47%	+4.33%	35,083		49.03%	+1.56%	39,174		52.43%	+3.40%		48.29%	129,573	
Basic	4,279		7.06%	5,069		8.25%	+1.18%	4,769		6.66%	-1.58%	5,476		7.33%	+0.66%		7.30%	19,593	
Premium Buy	404		0.67%	264		0.43%	-0.24%	441		0.62%	+0.19%	328		0.44%	-0.18%		0.54%	1,437	
Newport	3,007		4.96%	3,861		6.28%	+1.32%	4,315		6.03%	-0.25%	4,404		5.89%	-0.14%		5.81%	15,587	
GPC	2,777		4.58%	2,187		3.56%	-1.03%	2,437		3.41%	-0.15%	1,781		2.38%	-1.02%		3.42%	9,182	

AIM Data			
Avg Wkly Cartons/Per Store			
	Industry	RJR	# of Stores
1st Qtr 97	666	132	7
2nd Qtr 97	676	104	7
3rd Qtr 97	688	108	8
4th Qtr 97	718	116	8

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## REGION

3/9/98  
BUFFALO REGION

Weekly Trended - ALL STORES  
Carton Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Camel(XNF)/GasConv												
Week Ending	2/1/98	14%	\$2.12	(\$2.37)	81%	\$3.38	(\$1.14)	5%	\$4.50	\$0.00	\$3.25	(\$1.25)
Week Ending	2/8/98	14%	\$2.12	(\$2.37)	81%	\$3.38	(\$1.16)	5%	\$4.50	\$0.00	\$3.26	(\$1.27)
Week Ending	2/15/98	9%	\$2.65	(\$3.00)	78%	\$3.40	(\$1.61)	14%	\$5.29	\$0.00	\$3.59	(\$1.51)
Week Ending	2/22/98	14%	\$2.10	(\$2.37)	73%	\$3.46	(\$1.62)	13%	\$5.29	\$0.00	\$3.50	(\$1.52)
Week Ending	3/1/98	9%	\$2.65	(\$3.00)	78%	\$3.39	(\$1.51)	14%	\$5.29	\$0.00	\$3.58	(\$1.43)
Week Ending	03/08/1998	9%	\$2.65	(\$3.00)	83%	\$3.21	(\$1.01)	8%	\$5.87	\$0.00	\$3.39	(\$1.10)
Camel(XNF)/CigOutlet												
Week Ending	2/1/98	20%	\$3.59	(\$1.78)	80%	\$4.33	(\$1.06)	0%			\$4.18	(\$1.20)
Week Ending	2/8/98	12%	\$3.95	(\$1.53)	88%	\$4.20	(\$1.14)	0%			\$4.17	(\$1.18)
Week Ending	2/15/98	12%	\$3.96	(\$1.57)	88%	\$3.67	(\$1.19)	0%			\$3.71	(\$1.24)
Week Ending	2/22/98	16%	\$3.28	(\$2.11)	84%	\$3.73	(\$1.24)	0%			\$3.66	(\$1.38)
Week Ending	3/1/98	15%	\$3.22	(\$2.12)	85%	\$3.69	(\$1.27)	0%			\$3.62	(\$1.40)
Week Ending	03/08/1998	36%	\$2.93	(\$1.33)	63%	\$3.94	(\$0.45)	0%	\$4.48	\$1.00	\$3.58	(\$0.76)
Camel(XNF)/Oth Ex MI												
Week Ending	2/1/98	0%			86%	\$3.02	(\$0.50)	14%	\$4.35	(\$0.90)	\$3.21	(\$0.56)
Week Ending	2/8/98	0%			87%	\$2.99	(\$0.37)	13%	\$4.00	(\$1.26)	\$3.12	(\$0.49)
Week Ending	2/15/98	0%			84%	\$3.05	(\$0.58)	16%	\$4.14	(\$1.09)	\$3.22	(\$0.66)
Week Ending	2/22/98	0%			85%	\$3.11	(\$0.68)	15%	\$4.71	(\$1.50)	\$3.35	(\$0.80)
Week Ending	3/1/98	0%			83%	\$3.19	(\$0.76)	17%	\$4.76	(\$1.20)	\$3.45	(\$0.83)
Week Ending	03/08/1998	0%			86%	\$3.01	(\$0.67)	14%	\$4.71	(\$0.63)	\$3.25	(\$0.66)
Camel(XNF)/SuperMkt												
Week Ending		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												

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## REGION

3/9/98  
BUFFALO REGION

Weekly Trended - ALL STORES  
Carton Analysis

	MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
	APG*	APG		APG	APG		APG	APG		APG	APG
	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Winston/GasConv											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Winston/CigOutlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	20%	\$3.59	(\$1.78)	80%	\$4.33	(\$1.06)	0%			\$4.18	(\$1.20)
Week Ending 2/8/98	12%	\$3.95	(\$1.53)	88%	\$4.20	(\$1.14)	0%			\$4.17	(\$1.18)
Week Ending 2/15/98	12%	\$3.96	(\$1.57)	88%	\$3.67	(\$1.19)	0%			\$3.71	(\$1.24)
Week Ending 2/22/98	16%	\$3.28	(\$2.11)	84%	\$3.73	(\$1.24)	0%			\$3.66	(\$1.38)
Week Ending 3/1/98	15%	\$3.22	(\$2.12)	85%	\$3.69	(\$1.27)	0%			\$3.62	(\$1.40)
Week Ending 03/08/1998	36%	\$2.93	(\$1.33)	63%	\$3.94	(\$0.45)	0%	\$4.48	\$1.00	\$3.58	(\$0.76)
Winston/Oth Ex MI	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%			100%	\$2.97	\$0.00	0%			\$2.97	\$0.00
Week Ending 2/8/98	0%			100%	\$3.10	(\$0.11)	0%			\$3.10	(\$0.11)
Week Ending 2/15/98	0%			95%	\$3.18	(\$0.33)	5%	\$5.00	\$0.00	\$3.28	(\$0.31)
Week Ending 2/22/98	0%			95%	\$3.15	(\$0.33)	5%	\$5.00	\$0.00	\$3.25	(\$0.31)
Week Ending 3/1/98	0%			87%	\$3.14	(\$0.31)	13%	\$4.98	\$0.00	\$3.39	(\$0.27)
Week Ending 03/08/1998	0%			88%	\$2.75	\$0.00	12%	\$4.98	\$0.00	\$3.01	\$0.00
Winston/SuperMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											

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## REGION

3/9/98  
BUFFALO REGION

Weekly Trended - ALL STORES  
Carton Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Doral/GasConv												
Week Ending	2/1/98	5%	(\$2.00)	(\$7.50)	95%	\$0.00	(\$4.46)	0%			(\$0.10)	(\$4.61)
Week Ending	2/8/98	5%	(\$2.00)	(\$7.50)	95%	\$0.00	(\$4.48)	0%			(\$0.10)	(\$4.63)
Week Ending	2/15/98	5%	(\$2.00)	(\$7.50)	95%	\$0.00	(\$5.08)	0%			(\$0.11)	(\$5.21)
Week Ending	2/22/98	5%	(\$2.00)	(\$7.50)	95%	\$0.00	(\$4.99)	0%			(\$0.10)	(\$5.12)
Week Ending	3/1/98	12%	(\$2.54)	(\$6.61)	88%	\$0.00	(\$5.14)	0%			(\$0.30)	(\$5.31)
Week Ending	03/08/1998	12%	(\$2.54)	(\$6.61)	88%	\$0.00	(\$4.54)	0%			(\$0.30)	(\$4.79)
Doral/CigOutlet												
Week Ending	2/1/98	0%			100%	\$0.01	(\$5.38)	0%			\$0.01	(\$5.38)
Week Ending	2/8/98	0%			100%	\$0.00	(\$5.35)	0%			\$0.00	(\$5.35)
Week Ending	2/15/98	11%	(\$2.08)	(\$6.11)	89%	\$0.01	(\$5.05)	0%			(\$0.22)	(\$5.17)
Week Ending	2/22/98	11%	(\$1.65)	(\$6.63)	89%	(\$0.01)	(\$5.06)	0%			(\$0.18)	(\$5.23)
Week Ending	3/1/98	11%	(\$1.65)	(\$6.63)	89%	(\$0.01)	(\$5.03)	0%			(\$0.18)	(\$5.20)
Week Ending	03/08/1998	10%	(\$2.18)	(\$5.90)	90%	(\$0.01)	(\$4.41)	0%			(\$0.22)	(\$4.56)
Doral/Oth Ex MI												
Week Ending	2/1/98	0%			95%	(\$0.07)	(\$3.92)	5%	\$1.43	(\$0.81)	\$0.00	(\$3.77)
Week Ending	2/8/98	0%			96%	(\$0.06)	(\$3.73)	4%	\$1.43	(\$0.81)	\$0.00	(\$3.60)
Week Ending	2/15/98	0%			93%	(\$0.07)	(\$4.00)	7%	\$1.61	(\$1.50)	\$0.04	(\$3.84)
Week Ending	2/22/98	0%			96%	\$0.00	(\$4.09)	4%	\$2.92	(\$2.86)	\$0.11	(\$4.04)
Week Ending	3/1/98	0%			96%	\$0.00	(\$4.25)	4%	\$2.82	(\$2.12)	\$0.11	(\$4.17)
Week Ending	03/08/1998	0%			98%	(\$0.06)	(\$3.98)	2%	\$2.00	(\$1.71)	(\$0.01)	(\$3.92)
Doral/SuperMkt												
Week Ending	2/1/98	5%	(\$1.66)	(\$4.97)	93%	\$0.00	(\$3.56)	2%	\$0.00	(\$1.00)	(\$0.09)	(\$3.58)
Week Ending	2/8/98	6%	(\$2.00)	(\$5.19)	94%	\$0.00	(\$4.43)	0%			(\$0.13)	(\$4.47)
Week Ending	2/15/98	5%	(\$1.37)	(\$5.85)	95%	\$0.00	(\$4.48)	0%			(\$0.07)	(\$4.56)
Week Ending	2/22/98	5%	(\$1.37)	(\$5.85)	95%	\$0.00	(\$4.44)	0%			(\$0.07)	(\$4.52)
Week Ending	3/1/98	9%	(\$1.60)	(\$5.53)	91%	\$0.00	(\$4.48)	0%			(\$0.14)	(\$4.57)
Week Ending	03/08/1998	38%	(\$0.87)	(\$4.04)	61%	(\$0.03)	(\$3.73)	1%	\$0.50	(\$4.71)	(\$0.34)	(\$3.86)

6829 29819

## REGION

3/9/98  
BUFFALO REGION

Weekly Trended - ALL STORES  
Carton Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Salem/GasConv												
Week Ending	2/1/98	0%			100%	(\$0.64)	(\$0.42)	0%			(\$0.64)	(\$0.42)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.48)	0%			\$0.00	(\$0.48)
Week Ending	2/15/98	0%			100%	\$0.00	(\$0.06)	0%			\$0.00	(\$0.06)
Week Ending	2/22/98	12%	(\$1.50)	(\$1.50)	88%	\$0.00	(\$0.06)	0%			(\$0.18)	(\$0.23)
Week Ending	3/1/98	0%			100%	(\$0.19)	(\$0.44)	0%			(\$0.19)	(\$0.44)
Week Ending	03/08/1998	0%			100%	(\$0.19)	(\$0.42)	0%			(\$0.19)	(\$0.42)
Salem/CigOutlet												
Week Ending	2/1/98	34%	(\$0.58)	(\$0.62)	66%	\$0.42	\$0.82	0%			\$0.08	\$0.33
Week Ending	2/8/98	29%	(\$0.57)	(\$0.52)	71%	\$0.11	\$0.93	0%			(\$0.08)	\$0.51
Week Ending	2/15/98	27%	(\$0.61)	(\$0.55)	73%	\$0.01	\$0.80	0%			(\$0.16)	\$0.43
Week Ending	2/22/98	24%	(\$1.49)	(\$0.78)	76%	(\$0.05)	\$0.63	0%			(\$0.40)	\$0.29
Week Ending	3/1/98	25%	(\$1.28)	(\$0.63)	75%	\$0.00	\$0.57	0%			(\$0.31)	\$0.27
Week Ending	03/08/1998	26%	(\$1.51)	(\$1.09)	74%	(\$0.29)	\$0.73	0%			(\$0.61)	\$0.25
Salem/Oth Ex MI												
Week Ending	2/1/98	0%			94%	(\$0.17)	(\$0.53)	6%	\$1.00	\$1.00	(\$0.10)	(\$0.44)
Week Ending	2/8/98	0%			95%	(\$0.16)	(\$0.28)	5%	\$1.00	\$1.00	(\$0.10)	(\$0.22)
Week Ending	2/15/98	0%			95%	(\$0.15)	(\$0.54)	5%	\$1.00	\$1.00	(\$0.09)	(\$0.46)
Week Ending	2/22/98	0%			95%	(\$0.15)	(\$0.53)	5%	\$1.00	\$1.00	(\$0.09)	(\$0.45)
Week Ending	3/1/98	0%			100%	(\$0.07)	(\$0.62)	0%			(\$0.07)	(\$0.62)
Week Ending	03/08/1998	0%			100%	(\$0.29)	(\$0.51)	0%			(\$0.29)	(\$0.51)
Salem/SuperMkt												
Week Ending		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending					99%							

\*Average Price Gap

0629 25815

## SYRACUSE

3/9/98  
SYRACUSE DIVISION

Weekly Trended - ALL STORES  
Carton Analysis

			MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
			APG*	APG		APG	APG		APG	APG		APG	APG
Camel(XNF)/GasConv			% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98		23%	\$1.40	(\$1.50)	77%	\$3.82	(\$1.73)	0%			\$3.26	(\$1.68)
Week Ending	2/8/98		23%	\$1.40	(\$1.50)	77%	\$3.82	(\$1.73)	0%			\$3.26	(\$1.68)
Week Ending	2/15/98		0%			60%	\$3.83	(\$1.55)	40%	\$5.87	\$0.00	\$4.64	(\$0.93)
Week Ending	2/22/98		27%	\$1.34	(\$1.50)	38%	\$3.98	(\$2.00)	36%	\$5.87	\$0.00	\$3.94	(\$1.16)
Week Ending	3/1/98		0%			64%	\$3.50	(\$1.16)	36%	\$5.87	\$0.00	\$4.34	(\$0.75)
Week Ending	03/08/1998		0%			64%	\$3.50	(\$1.16)	36%	\$5.87	\$0.00	\$4.34	(\$0.75)
Camel(XNF)/CigOutlet			% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98		51%	\$3.74	(\$1.55)	49%	\$4.26	(\$0.95)	0%			\$3.99	(\$1.26)
Week Ending	2/8/98		47%	\$3.95	(\$1.53)	53%	\$4.09	(\$0.95)	0%			\$4.02	(\$1.22)
Week Ending	2/15/98		45%	\$3.95	(\$1.50)	55%	\$2.63	(\$1.02)	0%			\$3.22	(\$1.23)
Week Ending	2/22/98		47%	\$3.09	(\$2.11)	53%	\$4.05	(\$1.07)	0%			\$3.60	(\$1.56)
Week Ending	3/1/98		49%	\$3.09	(\$2.11)	51%	\$4.06	(\$1.20)	0%			\$3.58	(\$1.64)
Week Ending	03/08/1998		75%	\$2.97	(\$1.52)	23%	\$4.12	(\$0.82)	2%	\$4.48	\$1.00	\$3.26	(\$1.31)
Camel(XNF)/Oth Ex MI			% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98		0%			86%	\$3.19	(\$0.89)	14%	\$5.09	(\$1.44)	\$3.45	(\$0.97)
Week Ending	2/8/98		0%			86%	\$3.22	(\$0.66)	14%	\$5.09	(\$1.44)	\$3.49	(\$0.77)
Week Ending	2/15/98		0%			86%	\$3.34	(\$1.07)	14%	\$5.09	(\$1.44)	\$3.58	(\$1.12)
Week Ending	2/22/98		0%			86%	\$3.34	(\$1.07)	14%	\$5.16	(\$1.40)	\$3.60	(\$1.12)
Week Ending	3/1/98		0%			78%	\$3.40	(\$1.17)	22%	\$5.07	(\$0.70)	\$3.77	(\$1.07)
Week Ending	03/08/1998		0%			83%	\$3.09	(\$0.87)	17%	\$4.79	(\$0.83)	\$3.37	(\$0.86)
Camel(XNF)/SuperMkt			% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending													
Week Ending													
Week Ending													
Week Ending													
Week Ending													

1629 29819

SYRACUSE

3/9/98  
SYRACUSE DIVISION

Weekly Trended - ALL STORES  
Carton Analysis

	MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
	APG*	APG		APG	APG		APG	APG		APG	APG
Winston/GasConv	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Winston/CigOutlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	51%	\$3.74	(\$1.55)	49%	\$4.26	(\$0.95)	0%			\$3.99	(\$1.26)
Week Ending 2/8/98	47%	\$3.95	(\$1.53)	53%	\$4.09	(\$0.95)	0%			\$4.02	(\$1.22)
Week Ending 2/15/98	45%	\$3.95	(\$1.50)	55%	\$2.63	(\$1.02)	0%			\$3.22	(\$1.23)
Week Ending 2/22/98	47%	\$3.09	(\$2.11)	53%	\$4.05	(\$1.07)	0%			\$3.60	(\$1.56)
Week Ending 3/1/98	49%	\$3.09	(\$2.11)	51%	\$4.06	(\$1.20)	0%			\$3.58	(\$1.64)
Week Ending 03/08/1998	75%	\$2.97	(\$1.52)	23%	\$4.12	(\$0.82)	2%	\$4.48	\$1.00	\$3.26	(\$1.31)
Winston/Oth Ex MI	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%			100%	\$2.94	\$0.00	0%			\$2.94	\$0.00
Week Ending 2/8/98	0%			100%	\$3.02	\$0.00	0%			\$3.02	\$0.00
Week Ending 2/15/98	0%			100%	\$3.18	(\$0.45)	0%			\$3.18	(\$0.45)
Week Ending 2/22/98	0%			100%	\$3.18	(\$0.45)	0%			\$3.18	(\$0.45)
Week Ending 3/1/98	0%			74%	\$3.18	(\$0.45)	26%	\$4.98	\$0.00	\$3.65	(\$0.33)
Week Ending 03/08/1998	0%			79%	\$2.65	\$0.00	21%	\$4.98	\$0.00	\$3.14	\$0.00
Winston/SuperMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											

2629 25819



## SYRACUSE

3/9/98

## SYRACUSE DIVISION

## Weekly Trended - ALL STORES

## Carton Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Doral/GasConv												
Week Ending	2/1/98	0%			100%	\$0.00	(\$4.94)	0%			\$0.00	(\$4.94)
Week Ending	2/8/98	0%			100%	\$0.00	(\$4.94)	0%			\$0.00	(\$4.94)
Week Ending	2/15/98	0%			100%	\$0.00	(\$5.57)	0%			\$0.00	(\$5.57)
Week Ending	2/22/98	0%			100%	\$0.00	(\$5.09)	0%			\$0.00	(\$5.09)
Week Ending	3/1/98	27%	(\$3.00)	(\$5.84)	73%	\$0.00	(\$5.93)	0%			(\$0.81)	(\$5.90)
Week Ending	03/08/1998	27%	(\$3.00)	(\$5.84)	73%	\$0.00	(\$5.93)	0%			(\$0.81)	(\$5.90)
Doral/CigOutlet												
Week Ending	2/1/98	0%			100%	\$0.00	(\$5.25)	0%			\$0.00	(\$5.25)
Week Ending	2/8/98	0%			100%	\$0.00	(\$5.24)	0%			\$0.00	(\$5.24)
Week Ending	2/15/98	25%	(\$3.00)	(\$5.75)	75%	\$0.00	(\$5.02)	0%			(\$0.75)	(\$5.20)
Week Ending	2/22/98	22%	(\$2.21)	(\$6.69)	78%	\$0.00	(\$5.35)	0%			(\$0.48)	(\$5.64)
Week Ending	3/1/98	23%	(\$2.21)	(\$6.69)	77%	\$0.00	(\$5.45)	0%			(\$0.50)	(\$5.73)
Week Ending	03/08/1998	23%	(\$2.21)	(\$6.69)	77%	\$0.00	(\$4.60)	0%			(\$0.51)	(\$5.09)
Doral/Oth Ex MI												
Week Ending	2/1/98	0%			96%	\$0.00	(\$4.32)	4%	\$4.00	(\$2.61)	\$0.15	(\$4.26)
Week Ending	2/8/98	0%			96%	\$0.00	(\$4.16)	4%	\$4.00	(\$2.61)	\$0.16	(\$4.10)
Week Ending	2/15/98	0%			96%	\$0.00	(\$4.63)	4%	\$4.00	(\$2.61)	\$0.16	(\$4.55)
Week Ending	2/22/98	0%			96%	\$0.00	(\$4.63)	4%	\$4.00	(\$2.70)	\$0.17	(\$4.54)
Week Ending	3/1/98	0%			97%	\$0.00	(\$4.77)	3%	\$4.00	(\$2.70)	\$0.13	(\$4.71)
Week Ending	03/08/1998	0%			100%	(\$0.07)	(\$4.30)	0%			(\$0.07)	(\$4.30)
Doral/SuperMkt												
Week Ending	2/1/98	18%	(\$1.66)	(\$4.97)	82%	\$0.00	(\$3.95)	0%			(\$0.29)	(\$4.13)
Week Ending	2/8/98	22%	(\$2.00)	(\$5.19)	78%	\$0.00	(\$4.04)	0%			(\$0.43)	(\$4.29)
Week Ending	2/15/98	7%	(\$2.00)	(\$5.59)	93%	\$0.00	(\$3.80)	0%			(\$0.14)	(\$3.93)
Week Ending	2/22/98	7%	(\$2.00)	(\$5.59)	93%	\$0.00	(\$3.68)	0%			(\$0.14)	(\$3.81)
Week Ending	3/1/98	20%	(\$2.00)	(\$5.21)	80%	\$0.00	(\$3.89)	0%			(\$0.41)	(\$4.16)
Week Ending	03/08/1998	26%	(\$1.71)	(\$4.71)	70%	\$0.00	(\$4.19)	4%	\$0.50	(\$4.71)	(\$0.42)	(\$4.35)

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## SYRACUSE

3/9/98

SYRACUSE DIVISION

## Weekly Trended - ALL STORES

## Carton Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*			APG			APG			APG	APG
		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Salem/GasConv												
Week Ending	2/1/98	0%			100%	(\$0.97)	\$0.00	0%			(\$0.97)	\$0.00
Week Ending	2/8/98	0%			100%	\$0.00	\$0.00	0%			\$0.00	\$0.00
Week Ending	2/15/98	0%			100%	\$0.00	\$1.19	0%			\$0.00	\$1.19
Week Ending	2/22/98	27%	(\$1.50)	(\$1.50)	73%	\$0.00	\$1.46	0%			(\$0.40)	\$0.66
Week Ending	3/1/98	0%			100%	\$0.00	\$1.07	0%			\$0.00	\$1.07
Week Ending	03/08/1998	0%			100%	\$0.00	\$1.07	0%			\$0.00	\$1.07
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	49%	(\$1.28)	(\$0.74)	51%	\$0.38	\$0.31	0%			(\$0.43)	(\$0.21)
Week Ending	2/8/98	46%	(\$1.31)	(\$0.44)	54%	(\$0.21)	\$0.07	0%			(\$0.72)	(\$0.17)
Week Ending	2/15/98	44%	(\$1.44)	(\$0.52)	56%	\$0.10	\$0.09	0%			(\$0.57)	(\$0.18)
Week Ending	2/22/98	29%	(\$1.55)	(\$1.22)	71%	(\$0.72)	(\$0.30)	0%			(\$0.96)	(\$0.57)
Week Ending	3/1/98	30%	(\$0.96)	(\$0.78)	70%	(\$0.85)	(\$0.48)	0%			(\$0.88)	(\$0.57)
Week Ending	03/08/1998	33%	(\$1.26)	(\$1.09)	67%	(\$0.90)	(\$1.17)	0%			(\$1.02)	(\$1.15)
Salem/Oth Ex MI		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			90%	(\$0.16)	(\$0.95)	10%	\$1.00	\$1.00	(\$0.05)	(\$0.76)
Week Ending	2/8/98	0%			90%	\$0.00	(\$0.45)	10%	\$1.00	\$1.00	\$0.10	(\$0.30)
Week Ending	2/15/98	0%			90%	\$0.00	(\$0.97)	10%	\$1.00	\$1.00	\$0.10	(\$0.77)
Week Ending	2/22/98	0%			90%	\$0.00	(\$0.97)	10%	\$1.00	\$1.00	\$0.10	(\$0.77)
Week Ending	3/1/98	0%			100%	\$0.10	(\$0.97)	0%			\$0.10	(\$0.97)
Week Ending	03/08/1998	0%			100%	\$0.09	(\$0.77)	0%			\$0.09	(\$0.77)
Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending					99%							

\*Average Price Gap

51852 6294

3/9/98  
ALBANY DIVISION

Weekly Trended - ALL STORES  
Carton Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Camel(XNF)/GasConv												
Week Ending	2/1/98	0%			100%	\$3.60	(\$2.20)	0%			\$3.60	(\$2.20)
Week Ending	2/8/98	0%			100%	\$3.64	(\$2.50)	0%			\$3.64	(\$2.50)
Week Ending	2/15/98	0%			100%	\$3.60	(\$2.50)	0%			\$3.60	(\$2.50)
Week Ending	2/22/98	0%			100%	\$3.60	(\$2.50)	0%			\$3.60	(\$2.50)
Week Ending	3/1/98	0%			100%	\$3.50	(\$2.83)	0%			\$3.50	(\$2.83)
Week Ending	03/08/1998	0%			100%	\$3.50	(\$2.83)	0%			\$3.50	(\$2.83)
Camel(XNF)/CigOutlet												
Week Ending	2/1/98	0%			100%	\$4.43	(\$0.15)	0%			\$4.43	(\$0.15)
Week Ending	2/8/98	0%			100%	\$4.48	(\$0.15)	0%			\$4.48	(\$0.15)
Week Ending	2/15/98	18%	\$4.10	(\$2.32)	82%	\$4.49	(\$0.44)	0%			\$4.42	(\$0.78)
Week Ending	2/22/98	47%	\$4.17	(\$2.11)	53%	\$4.98	(\$0.79)	0%			\$4.60	(\$1.42)
Week Ending	3/1/98	23%	\$4.40	(\$2.21)	77%	\$4.90	(\$1.05)	0%			\$4.78	(\$1.32)
Week Ending	03/08/1998	48%	\$3.40	(\$2.75)	52%	\$4.64	(\$0.46)	0%			\$4.05	(\$1.55)
Camel(XNF)/Oth Ex MI												
Week Ending	2/1/98	0%			62%	\$3.05	(\$0.18)	38%	\$3.80	(\$0.50)	\$3.34	(\$0.30)
Week Ending	2/8/98	0%			62%	\$2.74	\$0.00	38%	\$3.19	(\$1.13)	\$2.91	(\$0.42)
Week Ending	2/15/98	0%			41%	\$2.51	\$0.00	59%	\$3.58	(\$0.89)	\$3.14	(\$0.53)
Week Ending	2/22/98	0%			42%	\$2.51	\$0.00	58%	\$4.42	(\$1.57)	\$3.61	(\$0.91)
Week Ending	3/1/98	0%			58%	\$3.27	(\$0.38)	42%	\$4.25	(\$2.02)	\$3.68	(\$1.06)
Week Ending	03/08/1998	0%			66%	\$3.32	(\$0.50)	34%	\$4.58	(\$0.32)	\$3.75	(\$0.44)
Camel(XNF)/SuperMkt												
Week Ending		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												

5629 25815

3/9/98

ALBANY DIVISION

Weekly Trended - ALL STORES  
Carton Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG* APG			APG APG			APG APG			APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Winston/GasConv												
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Winston/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$4.43	(\$0.15)	0%			\$4.43	(\$0.15)
Week Ending	2/8/98	0%			100%	\$4.48	(\$0.15)	0%			\$4.48	(\$0.15)
Week Ending	2/15/98	18%	\$4.10	(\$2.32)	82%	\$4.49	(\$0.44)	0%			\$4.42	(\$0.78)
Week Ending	2/22/98	47%	\$4.17	(\$2.11)	53%	\$4.98	(\$0.79)	0%			\$4.60	(\$1.42)
Week Ending	3/1/98	23%	\$4.40	(\$2.21)	77%	\$4.90	(\$1.05)	0%			\$4.78	(\$1.32)
Week Ending	03/08/1998	48%	\$3.40	(\$2.75)	52%	\$4.64	(\$0.46)	0%			\$4.05	(\$1.55)
Winston/Oth Ex MI		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$3.00	\$0.00	0%			\$3.00	\$0.00
Week Ending	2/8/98	0%			100%	\$3.00	\$0.00	0%			\$3.00	\$0.00
Week Ending	2/15/98	0%			67%	\$3.00	\$0.00	33%	\$5.00	\$0.00	\$3.67	\$0.00
Week Ending	2/22/98	0%			67%	\$3.00	\$0.00	33%	\$5.00	\$0.00	\$3.67	\$0.00
Week Ending	3/1/98	0%			100%	\$3.00	\$0.00	0%			\$3.00	\$0.00
Week Ending	03/08/1998	0%			100%	\$3.00	\$0.00	0%			\$3.00	\$0.00
Winston/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												

51852 29815

3/9/98

## ALBANY DIVISION

Weekly Trended - ALL STORES  
Carton Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Doral/GasConv												
Week Ending	2/1/98	0%			100%	\$0.00	(\$5.80)	0%			\$0.00	(\$5.80)
Week Ending	2/8/98	0%			100%	\$0.00	(\$6.14)	0%			\$0.00	(\$6.14)
Week Ending	2/15/98	0%			100%	\$0.00	(\$6.10)	0%			\$0.00	(\$6.10)
Week Ending	2/22/98	0%			100%	\$0.00	(\$6.10)	0%			\$0.00	(\$6.10)
Week Ending	3/1/98	0%			100%	\$0.00	(\$6.33)	0%			\$0.00	(\$6.33)
Week Ending	03/08/1998	0%			100%	\$0.00	(\$6.33)	0%			\$0.00	(\$6.33)
Doral/CigOutlet												
Week Ending	2/1/98	0%			100%	\$0.00	(\$4.58)	0%			\$0.00	(\$4.58)
Week Ending	2/8/98	0%			100%	\$0.00	(\$4.63)	0%			\$0.00	(\$4.63)
Week Ending	2/15/98	12%	(\$0.50)	(\$7.01)	88%	\$0.00	(\$5.01)	0%			(\$0.06)	(\$5.26)
Week Ending	2/22/98	12%	(\$0.50)	(\$7.01)	88%	\$0.00	(\$5.95)	0%			(\$0.06)	(\$6.07)
Week Ending	3/1/98	11%	(\$0.50)	(\$7.01)	89%	\$0.00	(\$6.06)	0%			(\$0.05)	(\$6.16)
Week Ending	03/08/1998	12%	(\$0.50)	(\$7.01)	88%	\$0.00	(\$5.48)	0%			(\$0.06)	(\$5.66)
Doral/Oth Ex MI												
Week Ending	2/1/98	0%			86%	\$0.00	(\$4.29)	14%	\$0.00	\$0.20	\$0.00	(\$3.64)
Week Ending	2/8/98	0%			86%	\$0.00	(\$3.92)	14%	\$0.00	\$0.20	\$0.00	(\$3.34)
Week Ending	2/15/98	0%			70%	\$0.00	(\$4.40)	30%	\$0.83	(\$1.13)	\$0.25	(\$3.42)
Week Ending	2/22/98	0%			87%	\$0.00	(\$4.45)	13%	\$2.00	(\$3.00)	\$0.26	(\$4.26)
Week Ending	3/1/98	0%			85%	\$0.00	(\$4.92)	15%	\$2.00	(\$1.71)	\$0.30	(\$4.44)
Week Ending	03/08/1998	0%			87%	\$0.13	(\$4.14)	13%	\$2.00	(\$1.71)	\$0.38	(\$3.81)
Doral/SuperMkt												
Week Ending	2/1/98	0%			100%	\$0.00	(\$4.01)	0%			\$0.00	(\$4.01)
Week Ending	2/8/98	0%			100%	\$0.00	(\$4.01)	0%			\$0.00	(\$4.01)
Week Ending	2/15/98											
Week Ending	2/22/98											
Week Ending	3/1/98											
Week Ending	03/08/1998											

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3/9/98  
ALBANY DIVISION

Weekly Trended - ALL STORES  
Carton Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
Salem/GasConv		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			100%	(\$1.18)	(\$0.70)	0%			(\$1.18)	(\$0.70)
Week Ending	2/8/98	0%			100%	\$0.00	(\$1.00)	0%			\$0.00	(\$1.00)
Week Ending	2/15/98	0%			100%	\$0.00	(\$0.67)	0%			\$0.00	(\$0.67)
Week Ending	2/22/98	0%			100%	\$0.00	(\$0.67)	0%			\$0.00	(\$0.67)
Week Ending	3/1/98	0%			100%	(\$0.98)	(\$2.70)	0%			(\$0.98)	(\$2.70)
Week Ending	03/08/1998	0%			100%	(\$0.98)	(\$2.70)	0%			(\$0.98)	(\$2.70)
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Salem/Oth Ex MI		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98											
Week Ending	2/8/98											
Week Ending	2/15/98											
Week Ending	2/22/98											
Week Ending	3/1/98											
Week Ending	03/08/1998											
Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending					99%							

\*Average Price Gap

8629 25815

BUFFALO

3/9/98  
BUFFALO DIVISION

Weekly Trended - ALL STORES  
Carton Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
Camel(XNF)/GasConv		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$2.77	(\$0.26)	0%			\$2.77	(\$0.26)
Week Ending	2/8/98	0%			100%	\$2.85	(\$0.43)	0%			\$2.85	(\$0.43)
Week Ending	2/15/98	0%			100%	\$3.19	(\$0.60)	0%			\$3.19	(\$0.60)
Week Ending	2/22/98	0%			100%	\$3.16	(\$0.52)	0%			\$3.16	(\$0.52)
Week Ending	3/1/98	0%			100%	\$3.16	(\$0.52)	0%			\$3.16	(\$0.52)
Week Ending	03/08/1998	0%			100%	\$3.09	(\$0.29)	0%			\$3.09	(\$0.29)
Camel(XNF)/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	1%	\$4.50	(\$2.00)	99%	\$4.39	(\$1.13)	0%			\$4.39	(\$1.14)
Week Ending	2/8/98	0%			100%	\$3.98	(\$1.18)	0%			\$3.98	(\$1.18)
Week Ending	2/15/98	0%			100%	\$3.52	(\$1.21)	0%			\$3.52	(\$1.21)
Week Ending	2/22/98	0%			100%	\$3.18	(\$1.21)	0%			\$3.18	(\$1.21)
Week Ending	3/1/98	0%			100%	\$3.03	(\$1.21)	0%			\$3.03	(\$1.21)
Week Ending	03/08/1998	7%	(\$1.00)	(\$2.50)	93%	\$3.80	(\$0.53)	0%			\$3.48	(\$0.66)
Camel(XNF)/Oth Ex MI		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$3.07	(\$0.22)	0%			\$3.07	(\$0.22)
Week Ending	2/8/98	0%			100%	\$3.06	(\$0.27)	0%			\$3.06	(\$0.27)
Week Ending	2/15/98	0%			100%	\$3.06	(\$0.27)	0%			\$3.06	(\$0.27)
Week Ending	2/22/98	0%			100%	\$2.98	(\$0.26)	0%			\$2.98	(\$0.26)
Week Ending	3/1/98	0%			100%	\$2.94	(\$0.26)	0%			\$2.94	(\$0.26)
Week Ending	03/08/1998	0%			100%	\$2.70	(\$0.19)	0%			\$2.70	(\$0.19)
Camel(XNF)/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												

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BUFFALO

3/9/98

BUFFALO DIVISION

Weekly Trended - ALL STORES

Carton Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Winston/GasConv												
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Winston/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	1%	\$4.50	(\$2.00)	99%	\$4.39	(\$1.13)	0%			\$4.39	(\$1.14)
Week Ending	2/8/98	0%			100%	\$3.98	(\$1.18)	0%			\$3.98	(\$1.18)
Week Ending	2/15/98	0%			100%	\$3.52	(\$1.21)	0%			\$3.52	(\$1.21)
Week Ending	2/22/98	0%			100%	\$3.18	(\$1.21)	0%			\$3.18	(\$1.21)
Week Ending	3/1/98	0%			100%	\$3.03	(\$1.21)	0%			\$3.03	(\$1.21)
Week Ending	03/08/1998	7%	(\$1.00)	(\$2.50)	93%	\$3.80	(\$0.53)	0%			\$3.48	(\$0.66)
Winston/Oth Ex MI		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$3.00	\$0.00	0%			\$3.00	\$0.00
Week Ending	2/8/98	0%			100%	\$3.23	(\$0.29)	0%			\$3.23	(\$0.29)
Week Ending	2/15/98	0%			100%	\$3.23	(\$0.29)	0%			\$3.23	(\$0.29)
Week Ending	2/22/98	0%			100%	\$3.16	(\$0.29)	0%			\$3.16	(\$0.29)
Week Ending	3/1/98	0%			100%	\$3.16	(\$0.29)	0%			\$3.16	(\$0.29)
Week Ending	03/08/1998	0%			100%	\$2.77	\$0.00	0%			\$2.77	\$0.00
Winston/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												

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BUFFALO

3/9/98

BUFFALO DIVISION

Weekly Trended - ALL STORES

Carton Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Doral/GasConv												
Week Ending	2/1/98	0%			100%	\$0.00	(\$3.02)	0%			\$0.00	(\$3.02)
Week Ending	2/8/98	0%			100%	\$0.00	(\$3.28)	0%			\$0.00	(\$3.28)
Week Ending	2/15/98	0%			100%	\$0.00	(\$3.79)	0%			\$0.00	(\$3.79)
Week Ending	2/22/98	0%			100%	\$0.00	(\$3.69)	0%			\$0.00	(\$3.69)
Week Ending	3/1/98	0%			100%	\$0.00	(\$3.69)	0%			\$0.00	(\$3.69)
Week Ending	03/08/1998	0%			100%	\$0.00	(\$3.38)	0%			\$0.00	(\$3.38)
Doral/CigOutlet												
Week Ending	2/1/98	0%			100%	\$0.02	(\$5.51)	0%			\$0.02	(\$5.51)
Week Ending	2/8/98	0%			100%	\$0.02	(\$5.14)	0%			\$0.02	(\$5.14)
Week Ending	2/15/98	0%			100%	\$0.02	(\$4.71)	0%			\$0.02	(\$4.71)
Week Ending	2/22/98	0%			100%	(\$0.01)	(\$4.41)	0%			(\$0.01)	(\$4.41)
Week Ending	3/1/98	0%			100%	(\$0.01)	(\$4.25)	0%			(\$0.01)	(\$4.25)
Week Ending	03/08/1998	7%	(\$2.50)	(\$4.00)	93%	(\$0.02)	(\$4.34)	0%			(\$0.18)	(\$4.32)
Doral/Oth Ex MI												
Week Ending	2/1/98	0%			100%	\$0.00	(\$3.30)	0%			\$0.00	(\$3.30)
Week Ending	2/8/98	0%			100%	\$0.00	(\$3.33)	0%			\$0.00	(\$3.33)
Week Ending	2/15/98	0%			100%	\$0.00	(\$3.33)	0%			\$0.00	(\$3.33)
Week Ending	2/22/98	0%			100%	\$0.00	(\$3.24)	0%			\$0.00	(\$3.24)
Week Ending	3/1/98	0%			100%	\$0.00	(\$3.20)	0%			\$0.00	(\$3.20)
Week Ending	03/08/1998	0%			100%	(\$0.14)	(\$3.04)	0%			(\$0.14)	(\$3.04)
Doral/SuperMkt												
Week Ending	2/1/98	0%			92%	\$0.00	(\$3.00)	8%	\$0.00	(\$1.00)	\$0.00	(\$2.83)
Week Ending	2/8/98	0%			100%	\$0.00	(\$3.29)	0%			\$0.00	(\$3.29)
Week Ending	2/15/98	0%			100%	\$0.00	(\$3.60)	0%			\$0.00	(\$3.60)
Week Ending	2/22/98	0%			100%	\$0.00	(\$3.61)	0%			\$0.00	(\$3.61)
Week Ending	3/1/98	0%			100%	\$0.00	(\$3.47)	0%			\$0.00	(\$3.47)
Week Ending	03/08/1998	6%	(\$2.50)	(\$5.51)	94%	\$0.00	(\$3.23)	0%			(\$0.14)	(\$3.36)

BUFFALO

3/9/98

BUFFALO DIVISION

Weekly Trended - ALL STORES  
Carton Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*		APG	APG		APG	APG		APG	APG	APG
Salem/GasConv		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			100%	\$0.00	(\$0.27)	0%			\$0.00	(\$0.27)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.38)	0%			\$0.00	(\$0.38)
Week Ending	2/15/98	0%			100%	\$0.00	(\$0.53)	0%			\$0.00	(\$0.53)
Week Ending	2/22/98	0%			100%	\$0.00	(\$0.46)	0%			\$0.00	(\$0.46)
Week Ending	3/1/98	0%			100%	\$0.00	(\$0.46)	0%			\$0.00	(\$0.46)
Week Ending	03/08/1998	0%			100%	\$0.00	(\$0.38)	0%			\$0.00	(\$0.38)
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	27%	\$0.00	\$0.00	73%	\$0.19	\$1.02	0%			\$0.14	\$0.74
Week Ending	2/8/98	24%	\$0.00	\$0.00	76%	(\$0.50)	\$1.15	0%			(\$0.38)	\$0.88
Week Ending	2/15/98	22%	\$0.00	\$0.00	78%	(\$0.74)	\$0.95	0%			(\$0.58)	\$0.74
Week Ending	2/22/98	24%	(\$2.00)	\$0.00	76%	(\$0.71)	\$1.30	0%			(\$1.01)	\$0.99
Week Ending	3/1/98	24%	(\$2.00)	\$0.00	76%	(\$0.71)	\$1.42	0%			(\$1.01)	\$1.08
Week Ending	03/08/1998	25%	(\$2.27)	\$0.00	75%	(\$1.31)	\$1.42	0%			(\$1.55)	\$1.06
Salem/Oth Ex MI		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			100%	(\$0.17)	\$0.00	0%			(\$0.17)	\$0.00
Week Ending	2/8/98	0%			100%	(\$0.30)	(\$0.13)	0%			(\$0.30)	(\$0.13)
Week Ending	2/15/98	0%			100%	(\$0.30)	(\$0.13)	0%			(\$0.30)	(\$0.13)
Week Ending	2/22/98	0%			100%	(\$0.29)	(\$0.13)	0%			(\$0.29)	(\$0.13)
Week Ending	3/1/98	0%			100%	(\$0.30)	(\$0.13)	0%			(\$0.30)	(\$0.13)
Week Ending	03/08/1998	0%			100%	(\$1.02)	\$0.00	0%			(\$1.02)	\$0.00
Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending					99%							

\*Average Price Gap

51852 6302

3/9/98  
NASHUA DIVISION

Weekly Trended - ALL STORES  
Carton Analysis

MORE AGGRESSIVE				WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL			
APG*				APG			APG			APG	APG			
				% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Camel(XNF)/GasConv				18%	\$2.65	(\$3.00)	72%	\$3.38	(\$0.97)	11%	\$4.50	\$0.00	\$3.37	(\$1.22)
Week Ending 2/1/98				18%	\$2.65	(\$3.00)	72%	\$3.38	(\$0.97)	11%	\$4.50	\$0.00	\$3.37	(\$1.22)
Week Ending 2/8/98				16%	\$2.65	(\$3.00)	74%	\$3.29	(\$1.77)	10%	\$4.40	\$0.00	\$3.30	(\$1.79)
Week Ending 2/15/98				16%	\$2.65	(\$3.00)	74%	\$3.43	(\$1.77)	10%	\$4.40	\$0.00	\$3.40	(\$1.79)
Week Ending 2/22/98				18%	\$2.65	(\$3.00)	71%	\$3.41	(\$1.74)	11%	\$4.40	\$0.00	\$3.38	(\$1.77)
Week Ending 3/1/98				18%	\$2.65	(\$3.00)	82%	\$3.08	(\$0.78)	0%			\$3.01	(\$1.18)
Week Ending 03/08/1998														
Camel(XNF)/CigOutlet				26%	\$2.99	(\$2.50)	74%	\$4.13	(\$1.35)	0%			\$3.83	(\$1.65)
Week Ending 2/1/98				0%			100%	\$4.61	(\$1.39)	0%			\$4.61	(\$1.39)
Week Ending 2/8/98				0%			100%	\$4.44	(\$1.42)	0%			\$4.44	(\$1.42)
Week Ending 2/15/98				0%			100%	\$4.50	(\$1.50)	0%			\$4.50	(\$1.50)
Week Ending 2/22/98				0%			100%	\$4.56	(\$1.50)	0%			\$4.56	(\$1.50)
Week Ending 3/1/98				45%	\$3.88	(\$0.21)	55%	\$4.14	\$0.00	0%			\$4.03	(\$0.09)
Week Ending 03/08/1998														
Camel(XNF)/Oth Ex MI				0%			100%	\$1.22	\$0.00	0%			\$1.22	\$0.00
Week Ending 2/1/98				0%			100%	\$1.22	\$0.00	0%			\$1.22	\$0.00
Week Ending 2/8/98				0%			100%	\$1.47	(\$0.26)	0%			\$1.47	(\$0.26)
Week Ending 2/15/98				0%			100%	\$3.48	(\$2.48)	0%			\$3.48	(\$2.48)
Week Ending 2/22/98				0%			100%	\$3.22	(\$2.22)	0%			\$3.22	(\$2.22)
Week Ending 3/1/98				0%			100%	\$3.22	(\$2.22)	0%			\$3.22	(\$2.22)
Week Ending 03/08/1998														
Camel(XNF)/SuperMkt													Sav	Mrlboro
Week Ending														
Week Ending														
Week Ending														
Week Ending														
Week Ending														

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3/9/98

NASHUA DIVISION

Weekly Trended - ALL STORES  
Carton Analysis

	MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
	APG*	APG		APG	APG		APG	APG		APG	APG
	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Winston/GasConv											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Winston/CigOutlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	26%	\$2.99	(\$2.50)	74%	\$4.13	(\$1.35)	0%			\$3.83	(\$1.65)
Week Ending 2/8/98	0%			100%	\$4.61	(\$1.39)	0%			\$4.61	(\$1.39)
Week Ending 2/15/98	0%			100%	\$4.44	(\$1.42)	0%			\$4.44	(\$1.42)
Week Ending 2/22/98	0%			100%	\$4.50	(\$1.50)	0%			\$4.50	(\$1.50)
Week Ending 3/1/98	0%			100%	\$4.56	(\$1.50)	0%			\$4.56	(\$1.50)
Week Ending 03/08/1998	45%	\$3.88	(\$0.21)	55%	\$4.14	\$0.00	0%			\$4.03	(\$0.09)
Winston/Oth Ex MI	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Winston/SuperMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											

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NASHUA

3/9/98  
NASHUA DIVISION

Weekly Trended - ALL STORES  
Carton Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG* APG			APG APG			APG APG			APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Doral/GasConv												
Week Ending	2/1/98	11%	(\$2.00)	(\$7.50)	89%	\$0.00	(\$4.48)	0%			(\$0.22)	(\$4.81)
Week Ending	2/8/98	11%	(\$2.00)	(\$7.50)	89%	\$0.00	(\$4.48)	0%			(\$0.22)	(\$4.81)
Week Ending	2/15/98	10%	(\$2.00)	(\$7.50)	90%	\$0.00	(\$5.04)	0%			(\$0.20)	(\$5.29)
Week Ending	2/22/98	10%	(\$2.00)	(\$7.50)	90%	\$0.00	(\$5.16)	0%			(\$0.20)	(\$5.39)
Week Ending	3/1/98	11%	(\$2.00)	(\$7.50)	89%	\$0.00	(\$5.11)	0%			(\$0.22)	(\$5.37)
Week Ending	03/08/1998	11%	(\$2.00)	(\$7.50)	89%	\$0.00	(\$4.02)	0%			(\$0.22)	(\$4.41)
Doral/CigOutlet												
Week Ending	2/1/98	0%			100%	\$0.00	(\$5.49)	0%			\$0.00	(\$5.49)
Week Ending	2/8/98	0%			100%	(\$0.02)	(\$6.02)	0%			(\$0.02)	(\$6.02)
Week Ending	2/15/98	18%	(\$1.00)	(\$6.49)	82%	\$0.00	(\$5.95)	0%			(\$0.18)	(\$6.05)
Week Ending	2/22/98	18%	(\$1.00)	(\$6.49)	82%	\$0.00	(\$6.11)	0%			(\$0.18)	(\$6.18)
Week Ending	3/1/98	18%	(\$1.00)	(\$6.49)	82%	\$0.00	(\$6.20)	0%			(\$0.18)	(\$6.25)
Week Ending	03/08/1998	0%			100%	\$0.00	(\$4.12)	0%			\$0.00	(\$4.12)
Doral/Oth Ex MI												
Week Ending	2/1/98	0%			100%	(\$1.48)	(\$2.70)	0%			(\$1.48)	(\$2.70)
Week Ending	2/8/98	0%			100%	(\$1.48)	(\$2.70)	0%			(\$1.48)	(\$2.70)
Week Ending	2/15/98	0%			100%	(\$1.48)	(\$3.22)	0%			(\$1.48)	(\$3.22)
Week Ending	2/22/98	0%			100%	\$0.00	(\$5.96)	0%			\$0.00	(\$5.96)
Week Ending	3/1/98	0%			100%	\$0.00	(\$5.44)	0%			\$0.00	(\$5.44)
Week Ending	03/08/1998	0%			100%	\$0.00	(\$5.44)	0%			\$0.00	(\$5.44)
Doral/SuperMkt												
Week Ending	2/1/98	0%			100%	\$0.00	(\$3.59)	0%			\$0.00	(\$3.59)
Week Ending	2/8/98	0%			100%	\$0.00	(\$5.30)	0%			\$0.00	(\$5.30)
Week Ending	2/15/98	8%	(\$1.00)	(\$6.01)	92%	\$0.00	(\$5.70)	0%			(\$0.08)	(\$5.72)
Week Ending	2/22/98	8%	(\$1.00)	(\$6.01)	92%	\$0.00	(\$5.68)	0%			(\$0.08)	(\$5.71)
Week Ending	3/1/98	8%	(\$1.00)	(\$6.01)	92%	\$0.00	(\$5.75)	0%			(\$0.08)	(\$5.77)
Week Ending	03/08/1998	74%	(\$0.56)	(\$3.78)	26%	(\$0.17)	(\$4.46)	0%			(\$0.46)	(\$3.96)

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3/9/98

NASHUA DIVISION

Weekly Trended - ALL STORES  
Carton Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Salem/GasConv												
Week Ending	2/1/98	0%			100%	\$0.00	(\$4.00)	0%			\$0.00	(\$4.00)
Week Ending	2/8/98	0%			100%	\$0.00	(\$4.00)	0%			\$0.00	(\$4.00)
Week Ending	2/15/98	0%			100%	\$0.00	(\$4.00)	0%			\$0.00	(\$4.00)
Week Ending	2/22/98	0%			100%	\$0.00	(\$4.00)	0%			\$0.00	(\$4.00)
Week Ending	3/1/98	0%			100%	\$0.00	(\$4.00)	0%			\$0.00	(\$4.00)
Week Ending	03/08/1998	0%			100%	\$0.00	(\$4.00)	0%			\$0.00	(\$4.00)
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	29%	\$0.00	(\$2.00)	71%	\$1.15	\$0.91	0%			\$0.82	\$0.07
Week Ending	2/8/98	20%	\$0.00	(\$2.00)	80%	\$1.56	\$1.14	0%			\$1.25	\$0.52
Week Ending	2/15/98	20%	\$0.00	(\$2.00)	80%	\$1.56	\$1.05	0%			\$1.25	\$0.45
Week Ending	2/22/98	20%	\$0.00	(\$2.00)	80%	\$2.15	\$0.33	0%			\$1.73	(\$0.13)
Week Ending	3/1/98	20%	\$0.00	(\$2.00)	80%	\$2.50	(\$0.03)	0%			\$2.01	(\$0.42)
Week Ending	03/08/1998	20%	\$0.00	(\$4.00)	80%	\$2.39	\$1.38	0%			\$1.92	\$0.32
Salem/Oth Ex MI		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending					99%							

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3/9/98  
BUFFALO REGION

Weekly Trended - ALL STORES  
Pack Analysis

MORE AGGRESSIVE				WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL			
APG*				APG			APG			APG	APG			
				% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Camel(XNF)/GasConv				6%	\$0.21	(\$0.21)	80%	\$0.33	(\$0.12)	14%	\$0.59	(\$0.09)	\$0.36	(\$0.12)
Week Ending 2/1/98				4%	\$0.24	(\$0.24)	81%	\$0.34	(\$0.13)	15%	\$0.60	(\$0.10)	\$0.38	(\$0.13)
Week Ending 2/8/98				6%	\$0.26	(\$0.23)	78%	\$0.35	(\$0.14)	16%	\$0.61	(\$0.10)	\$0.39	(\$0.14)
Week Ending 2/15/98				5%	\$0.23	(\$0.24)	78%	\$0.35	(\$0.14)	17%	\$0.60	(\$0.11)	\$0.38	(\$0.14)
Week Ending 2/22/98				6%	\$0.21	(\$0.24)	77%	\$0.35	(\$0.15)	17%	\$0.59	(\$0.11)	\$0.38	(\$0.15)
Week Ending 3/1/98				5%	\$0.24	(\$0.22)	76%	\$0.34	(\$0.12)	19%	\$0.54	(\$0.08)	\$0.37	(\$0.12)
Week Ending 03/08/1998														
Camel(XNF)/CigOutlet				% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98				37%	\$0.34	(\$0.22)	63%	\$0.34	(\$0.08)	0%			\$0.34	(\$0.13)
Week Ending 2/8/98				24%	\$0.33	(\$0.24)	73%	\$0.33	(\$0.09)	3%	\$0.38	\$0.00	\$0.33	(\$0.12)
Week Ending 2/15/98				25%	\$0.32	(\$0.25)	75%	\$0.33	(\$0.10)	0%			\$0.33	(\$0.14)
Week Ending 2/22/98				42%	\$0.34	(\$0.24)	58%	\$0.36	(\$0.10)	0%			\$0.35	(\$0.16)
Week Ending 3/1/98				42%	\$0.34	(\$0.24)	57%	\$0.35	(\$0.13)	1%	\$0.30	\$0.00	\$0.35	(\$0.17)
Week Ending 03/08/1998				46%	\$0.32	(\$0.21)	49%	\$0.36	(\$0.10)	5%	\$0.41	\$0.03	\$0.35	(\$0.14)
Camel(XNF)/Oth Ex MI				% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98				4%	\$0.25	(\$0.21)	82%	\$0.28	(\$0.07)	15%	\$0.53	(\$0.09)	\$0.32	(\$0.08)
Week Ending 2/8/98				3%	\$0.26	(\$0.22)	87%	\$0.28	(\$0.10)	10%	\$0.52	(\$0.06)	\$0.30	(\$0.10)
Week Ending 2/15/98				1%	\$0.26	(\$0.20)	88%	\$0.29	(\$0.10)	11%	\$0.54	(\$0.14)	\$0.32	(\$0.10)
Week Ending 2/22/98				1%	\$0.26	(\$0.20)	89%	\$0.30	(\$0.10)	10%	\$0.55	(\$0.14)	\$0.32	(\$0.10)
Week Ending 3/1/98				2%	\$0.26	(\$0.20)	84%	\$0.30	(\$0.11)	14%	\$0.53	(\$0.13)	\$0.33	(\$0.11)
Week Ending 03/08/1998				3%	\$0.25	(\$0.23)	83%	\$0.30	(\$0.10)	14%	\$0.56	(\$0.12)	\$0.34	(\$0.10)
Camel(XNF)/SuperMkt				% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending														
Week Ending														
Week Ending														
Week Ending														
Week Ending														
Week Ending														

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3/9/98  
BUFFALO REGION

Weekly Trended - ALL STORES  
Pack Analysis

	MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
	APG*	APG		APG	APG		APG	APG		APG	APG
	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Winston/GasConv											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Winston/CigOutlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	37%	\$0.34	(\$0.22)	63%	\$0.34	(\$0.08)	0%			\$0.34	(\$0.13)
Week Ending 2/8/98	24%	\$0.33	(\$0.24)	73%	\$0.33	(\$0.09)	3%	\$0.38	\$0.00	\$0.33	(\$0.12)
Week Ending 2/15/98	25%	\$0.32	(\$0.25)	75%	\$0.33	(\$0.10)	0%			\$0.33	(\$0.14)
Week Ending 2/22/98	42%	\$0.34	(\$0.24)	58%	\$0.36	(\$0.10)	0%			\$0.35	(\$0.16)
Week Ending 3/1/98	42%	\$0.34	(\$0.24)	57%	\$0.35	(\$0.13)	1%	\$0.30	\$0.00	\$0.35	(\$0.17)
Week Ending 03/08/1998	46%	\$0.32	(\$0.21)	49%	\$0.36	(\$0.10)	5%	\$0.41	\$0.03	\$0.35	(\$0.14)
Winston/Oth Ex MI	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%			96%	\$0.26	\$0.00	4%	\$0.50	\$0.00	\$0.27	\$0.00
Week Ending 2/8/98	0%			96%	\$0.26	(\$0.00)	4%	\$0.50	\$0.00	\$0.27	(\$0.00)
Week Ending 2/15/98	0%			97%	\$0.27	(\$0.02)	3%	\$0.50	\$0.00	\$0.28	(\$0.02)
Week Ending 2/22/98	0%			97%	\$0.27	(\$0.02)	3%	\$0.50	\$0.00	\$0.28	(\$0.02)
Week Ending 3/1/98	0%			88%	\$0.27	(\$0.02)	12%	\$0.50	\$0.00	\$0.30	(\$0.02)
Week Ending 03/08/1998	0%			87%	\$0.26	\$0.00	13%	\$0.50	\$0.00	\$0.29	\$0.00
Winston/SuperMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											

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3/9/98  
BUFFALO REGION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Doral/GasConv												
Week Ending	2/1/98	6%	(\$0.13)	(\$0.61)	90%	(\$0.00)	(\$0.48)	4%	\$0.13	(\$0.49)	(\$0.01)	(\$0.48)
Week Ending	2/8/98	5%	(\$0.15)	(\$0.64)	93%	(\$0.00)	(\$0.51)	2%	\$0.18	(\$0.53)	(\$0.01)	(\$0.51)
Week Ending	2/15/98	5%	(\$0.17)	(\$0.66)	93%	(\$0.00)	(\$0.52)	2%	\$0.23	(\$0.59)	(\$0.00)	(\$0.53)
Week Ending	2/22/98	5%	(\$0.17)	(\$0.66)	92%	(\$0.00)	(\$0.53)	3%	\$0.14	(\$0.39)	(\$0.01)	(\$0.53)
Week Ending	3/1/98	6%	(\$0.21)	(\$0.64)	91%	(\$0.00)	(\$0.54)	3%	\$0.14	(\$0.38)	(\$0.01)	(\$0.54)
Week Ending	03/08/1998	6%	(\$0.20)	(\$0.63)	92%	(\$0.00)	(\$0.50)	2%	\$0.16	(\$0.36)	(\$0.01)	(\$0.50)
Doral/CigOutlet												
Week Ending	2/1/98	0%			100%	(\$0.01)	(\$0.48)	0%			(\$0.01)	(\$0.48)
Week Ending	2/8/98	5%	(\$0.30)	(\$0.45)	95%	(\$0.01)	(\$0.47)	0%			(\$0.02)	(\$0.47)
Week Ending	2/15/98	5%	(\$0.30)	(\$0.45)	95%	(\$0.01)	(\$0.49)	0%			(\$0.02)	(\$0.49)
Week Ending	2/22/98	0%			100%	(\$0.00)	(\$0.51)	0%			(\$0.00)	(\$0.51)
Week Ending	3/1/98	0%			100%	(\$0.00)	(\$0.52)	0%			(\$0.00)	(\$0.52)
Week Ending	03/08/1998	2%	(\$0.20)	(\$0.48)	98%	(\$0.00)	(\$0.50)	0%			(\$0.01)	(\$0.50)
Doral/Oth Ex MI												
Week Ending	2/1/98	1%	(\$0.10)	(\$0.20)	97%	(\$0.01)	(\$0.41)	2%	\$0.18	(\$0.14)	(\$0.00)	(\$0.40)
Week Ending	2/8/98	2%	(\$0.16)	(\$0.43)	96%	(\$0.00)	(\$0.40)	2%	\$0.18	(\$0.14)	(\$0.00)	(\$0.40)
Week Ending	2/15/98	2%	(\$0.16)	(\$0.43)	97%	(\$0.00)	(\$0.43)	1%	\$0.26	(\$0.07)	(\$0.00)	(\$0.43)
Week Ending	2/22/98	2%	(\$0.16)	(\$0.51)	98%	(\$0.00)	(\$0.43)	1%	\$0.20	(\$0.30)	(\$0.00)	(\$0.43)
Week Ending	3/1/98	2%	(\$0.16)	(\$0.51)	97%	\$0.00	(\$0.45)	1%	\$0.26	(\$0.18)	\$0.00	(\$0.44)
Week Ending	03/08/1998	2%	(\$0.16)	(\$0.52)	96%	(\$0.00)	(\$0.43)	2%	\$0.31	(\$0.39)	\$0.00	(\$0.44)
Doral/SuperMkt												
Week Ending	2/1/98	12%	(\$0.18)	(\$0.44)	85%	(\$0.01)	(\$0.30)	3%	\$0.00	(\$0.09)	(\$0.03)	(\$0.31)
Week Ending	2/8/98	8%	(\$0.20)	(\$0.43)	92%	(\$0.00)	(\$0.30)	0%			(\$0.02)	(\$0.31)
Week Ending	2/15/98	4%	(\$0.05)	(\$0.48)	96%	(\$0.00)	(\$0.33)	0%			(\$0.01)	(\$0.34)
Week Ending	2/22/98	4%	(\$0.05)	(\$0.48)	96%	\$0.00	(\$0.34)	0%			(\$0.00)	(\$0.35)
Week Ending	3/1/98	4%	(\$0.05)	(\$0.48)	96%	\$0.00	(\$0.35)	0%			(\$0.00)	(\$0.35)
Week Ending	03/08/1998	6%	(\$0.13)	(\$0.50)	94%	(\$0.00)	(\$0.34)	0%			(\$0.01)	(\$0.35)

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3/9/98

## BUFFALO REGION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
Salem/GasConv		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	5%	(\$0.27)	(\$0.27)	93%	(\$0.01)	(\$0.05)	2%	\$0.12	(\$0.28)	(\$0.02)	(\$0.06)
Week Ending	2/8/98	3%	(\$0.26)	(\$0.26)	93%	(\$0.01)	(\$0.05)	4%	\$0.18	(\$0.14)	(\$0.01)	(\$0.06)
Week Ending	2/15/98	1%	(\$0.30)	(\$0.30)	94%	(\$0.01)	(\$0.05)	6%	\$0.16	(\$0.18)	(\$0.01)	(\$0.06)
Week Ending	2/22/98	1%	(\$0.30)	(\$0.30)	94%	(\$0.01)	(\$0.05)	5%	\$0.17	(\$0.16)	(\$0.01)	(\$0.06)
Week Ending	3/1/98	1%	(\$0.29)	(\$0.29)	94%	(\$0.01)	(\$0.06)	5%	\$0.17	(\$0.16)	(\$0.00)	(\$0.07)
Week Ending	03/08/1998	1%	(\$0.29)	(\$0.29)	95%	(\$0.01)	(\$0.05)	3%	\$0.19	(\$0.13)	(\$0.01)	(\$0.06)
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	34%	(\$0.26)	(\$0.26)	62%	\$0.05	(\$0.09)	4%	\$0.00	\$0.00	\$0.00	(\$0.14)
Week Ending	2/8/98	26%	(\$0.26)	(\$0.26)	70%	\$0.02	(\$0.07)	3%	\$0.00	\$0.00	(\$0.05)	(\$0.12)
Week Ending	2/15/98	26%	(\$0.26)	(\$0.26)	74%	(\$0.01)	(\$0.10)	0%			(\$0.08)	(\$0.14)
Week Ending	2/22/98	39%	(\$0.10)	(\$0.27)	61%	(\$0.03)	(\$0.11)	0%			(\$0.06)	(\$0.17)
Week Ending	3/1/98	38%	(\$0.10)	(\$0.27)	61%	\$0.01	(\$0.12)	1%	\$0.00	\$0.00	(\$0.03)	(\$0.17)
Week Ending	03/08/1998	40%	(\$0.11)	(\$0.27)	56%	(\$0.08)	(\$0.11)	4%	\$0.00	\$0.00	(\$0.09)	(\$0.17)
Salem/Oth Ex MI		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	1%	(\$0.30)	(\$0.30)	99%	(\$0.00)	(\$0.06)	0%			(\$0.01)	(\$0.07)
Week Ending	2/8/98	2%	(\$0.30)	(\$0.30)	98%	(\$0.00)	(\$0.04)	0%			(\$0.01)	(\$0.05)
Week Ending	2/15/98	2%	(\$0.30)	(\$0.30)	98%	(\$0.00)	(\$0.05)	0%			(\$0.01)	(\$0.06)
Week Ending	2/22/98	1%	(\$0.30)	(\$0.30)	99%	(\$0.01)	(\$0.05)	0%			(\$0.01)	(\$0.05)
Week Ending	3/1/98	1%	(\$0.30)	(\$0.30)	99%	\$0.00	(\$0.06)	0%			(\$0.00)	(\$0.06)
Week Ending	03/08/1998	1%	(\$0.30)	(\$0.30)	98%	(\$0.01)	(\$0.05)	1%	\$0.40	\$0.30	(\$0.00)	(\$0.05)
Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending					99%							

\*Average Price Gap

01E9 ZS81S

3/9/98  
SYRACUSE DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Camel(XNF)/GasConv												
Week Ending	2/1/98	6%	\$0.17	(\$0.21)	78%	\$0.33	(\$0.08)	16%	\$0.55	(\$0.04)	\$0.35	(\$0.08)
Week Ending	2/8/98	4%	\$0.23	(\$0.25)	77%	\$0.34	(\$0.09)	20%	\$0.53	(\$0.07)	\$0.37	(\$0.09)
Week Ending	2/15/98	8%	\$0.25	(\$0.22)	71%	\$0.35	(\$0.09)	21%	\$0.55	(\$0.08)	\$0.38	(\$0.10)
Week Ending	2/22/98	8%	\$0.24	(\$0.22)	69%	\$0.35	(\$0.09)	23%	\$0.57	(\$0.07)	\$0.39	(\$0.10)
Week Ending	3/1/98	8%	\$0.22	(\$0.22)	70%	\$0.35	(\$0.09)	23%	\$0.57	(\$0.06)	\$0.39	(\$0.09)
Week Ending	03/08/1998	7%	\$0.25	(\$0.23)	68%	\$0.34	(\$0.06)	25%	\$0.54	(\$0.06)	\$0.38	(\$0.07)
Camel(XNF)/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	55%	\$0.34	(\$0.22)	45%	\$0.40	(\$0.09)	0%			\$0.37	(\$0.16)
Week Ending	2/8/98	39%	\$0.33	(\$0.24)	56%	\$0.37	(\$0.10)	5%	\$0.38	\$0.00	\$0.35	(\$0.15)
Week Ending	2/15/98	39%	\$0.33	(\$0.24)	61%	\$0.36	(\$0.11)	0%			\$0.34	(\$0.16)
Week Ending	2/22/98	60%	\$0.34	(\$0.23)	40%	\$0.40	(\$0.10)	0%			\$0.37	(\$0.18)
Week Ending	3/1/98	57%	\$0.34	(\$0.23)	41%	\$0.39	(\$0.15)	2%	\$0.30	\$0.00	\$0.36	(\$0.19)
Week Ending	03/08/1998	63%	\$0.32	(\$0.20)	30%	\$0.41	(\$0.15)	8%	\$0.41	\$0.03	\$0.35	(\$0.17)
Camel(XNF)/Oth Ex MI		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	6%	\$0.25	(\$0.21)	82%	\$0.27	(\$0.04)	11%	\$0.57	(\$0.15)	\$0.31	(\$0.06)
Week Ending	2/8/98	6%	\$0.26	(\$0.22)	90%	\$0.25	(\$0.04)	4%	\$0.62	(\$0.15)	\$0.27	(\$0.06)
Week Ending	2/15/98	3%	\$0.26	(\$0.20)	89%	\$0.28	(\$0.05)	8%	\$0.64	(\$0.23)	\$0.31	(\$0.07)
Week Ending	2/22/98	3%	\$0.26	(\$0.20)	88%	\$0.29	(\$0.06)	9%	\$0.63	(\$0.14)	\$0.32	(\$0.07)
Week Ending	3/1/98	4%	\$0.26	(\$0.20)	78%	\$0.28	(\$0.06)	19%	\$0.55	(\$0.09)	\$0.33	(\$0.07)
Week Ending	03/08/1998	2%	\$0.27	(\$0.20)	81%	\$0.28	(\$0.04)	17%	\$0.60	(\$0.10)	\$0.34	(\$0.06)
Camel(XNF)/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												

1189 25815

3/9/98  
SYRACUSE DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

	MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
	APG*	APG		APG	APG		APG	APG		APG	APG
Winston/GasConv	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Winston/CigOutlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	55%	\$0.34	(\$0.22)	45%	\$0.40	(\$0.09)	0%			\$0.37	(\$0.16)
Week Ending 2/8/98	39%	\$0.33	(\$0.24)	56%	\$0.37	(\$0.10)	5%	\$0.38	\$0.00	\$0.35	(\$0.15)
Week Ending 2/15/98	39%	\$0.33	(\$0.24)	61%	\$0.36	(\$0.11)	0%			\$0.34	(\$0.16)
Week Ending 2/22/98	60%	\$0.34	(\$0.23)	40%	\$0.40	(\$0.10)	0%			\$0.37	(\$0.18)
Week Ending 3/1/98	57%	\$0.34	(\$0.23)	41%	\$0.39	(\$0.15)	2%	\$0.30	\$0.00	\$0.36	(\$0.19)
Week Ending 03/08/1998	63%	\$0.32	(\$0.20)	30%	\$0.41	(\$0.15)	8%	\$0.41	\$0.03	\$0.35	(\$0.17)
Winston/Oth Ex MI	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%			100%	\$0.26	\$0.00	0%			\$0.26	\$0.00
Week Ending 2/8/98	0%			100%	\$0.25	\$0.00	0%			\$0.25	\$0.00
Week Ending 2/15/98	0%			100%	\$0.27	(\$0.02)	0%			\$0.27	(\$0.02)
Week Ending 2/22/98	0%			100%	\$0.27	(\$0.02)	0%			\$0.27	(\$0.02)
Week Ending 3/1/98	0%			87%	\$0.27	(\$0.02)	13%	\$0.50	\$0.00	\$0.30	(\$0.02)
Week Ending 03/08/1998	0%			86%	\$0.25	\$0.00	14%	\$0.50	\$0.00	\$0.29	\$0.00
Winston/SuperMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											

2189 25815

3/9/98  
SYRACUSE DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*			APG			APG			APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Doral/GasConv												
Week Ending	2/1/98	6%	(\$0.10)	(\$0.55)	89%	(\$0.00)	(\$0.43)	5%	\$0.15	(\$0.42)	(\$0.00)	(\$0.44)
Week Ending	2/8/98	4%	(\$0.14)	(\$0.55)	93%	(\$0.00)	(\$0.46)	3%	\$0.19	(\$0.44)	(\$0.00)	(\$0.46)
Week Ending	2/15/98	5%	(\$0.17)	(\$0.55)	92%	\$0.00	(\$0.48)	4%	\$0.19	(\$0.49)	(\$0.00)	(\$0.48)
Week Ending	2/22/98	4%	(\$0.17)	(\$0.55)	92%	\$0.00	(\$0.49)	4%	\$0.19	(\$0.41)	(\$0.00)	(\$0.49)
Week Ending	3/1/98	8%	(\$0.27)	(\$0.56)	87%	\$0.00	(\$0.49)	4%	\$0.18	(\$0.38)	(\$0.01)	(\$0.49)
Week Ending	03/08/1998	8%	(\$0.24)	(\$0.57)	87%	(\$0.00)	(\$0.46)	5%	\$0.16	(\$0.34)	(\$0.01)	(\$0.47)
Doral/CigOutlet												
Week Ending	2/1/98	0%			100%	\$0.00	(\$0.53)	0%			\$0.00	(\$0.53)
Week Ending	2/8/98	8%	(\$0.30)	(\$0.45)	92%	\$0.00	(\$0.54)	0%			(\$0.02)	(\$0.53)
Week Ending	2/15/98	8%	(\$0.30)	(\$0.45)	92%	\$0.00	(\$0.54)	0%			(\$0.02)	(\$0.53)
Week Ending	2/22/98	0%			100%	\$0.00	(\$0.54)	0%			\$0.00	(\$0.54)
Week Ending	3/1/98	0%			100%	\$0.00	(\$0.55)	0%			\$0.00	(\$0.55)
Week Ending	03/08/1998	3%	(\$0.20)	(\$0.48)	97%	\$0.00	(\$0.53)	0%			(\$0.00)	(\$0.53)
Doral/Oth Ex MI												
Week Ending	2/1/98	1%	(\$0.10)	(\$0.20)	99%	\$0.00	(\$0.37)	0%			(\$0.00)	(\$0.37)
Week Ending	2/8/98	1%	(\$0.10)	(\$0.20)	99%	\$0.00	(\$0.33)	0%			(\$0.00)	(\$0.33)
Week Ending	2/15/98	1%	(\$0.10)	(\$0.20)	99%	\$0.00	(\$0.38)	0%			(\$0.00)	(\$0.38)
Week Ending	2/22/98	1%	(\$0.10)	(\$0.39)	99%	\$0.00	(\$0.39)	0%			(\$0.00)	(\$0.39)
Week Ending	3/1/98	1%	(\$0.10)	(\$0.39)	99%	\$0.00	(\$0.41)	0%			(\$0.00)	(\$0.41)
Week Ending	03/08/1998	1%	(\$0.10)	(\$0.39)	97%	\$0.00	(\$0.39)	1%	\$0.40	(\$0.78)	\$0.00	(\$0.39)
Doral/SuperMkt												
Week Ending	2/1/98	20%	(\$0.18)	(\$0.44)	80%	\$0.00	(\$0.28)	0%			(\$0.04)	(\$0.32)
Week Ending	2/8/98	14%	(\$0.20)	(\$0.43)	86%	\$0.00	(\$0.28)	0%			(\$0.03)	(\$0.30)
Week Ending	2/15/98	7%	(\$0.05)	(\$0.48)	93%	\$0.00	(\$0.34)	0%			(\$0.00)	(\$0.35)
Week Ending	2/22/98	7%	(\$0.05)	(\$0.48)	93%	\$0.00	(\$0.34)	0%			(\$0.00)	(\$0.35)
Week Ending	3/1/98	8%	(\$0.05)	(\$0.48)	92%	\$0.00	(\$0.35)	0%			(\$0.00)	(\$0.36)
Week Ending	03/08/1998	8%	(\$0.05)	(\$0.48)	92%	\$0.00	(\$0.33)	0%			(\$0.00)	(\$0.34)

51852 6313

3/9/98  
SYRACUSE DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Salem/GasConv												
Week Ending	2/1/98	8%	(\$0.29)	(\$0.29)	92%	(\$0.02)	(\$0.03)	0%			(\$0.04)	(\$0.05)
Week Ending	2/8/98	3%	(\$0.30)	(\$0.30)	95%	(\$0.01)	(\$0.03)	2%	\$0.40	\$0.30	(\$0.00)	(\$0.03)
Week Ending	2/15/98	1%	(\$0.30)	(\$0.30)	94%	(\$0.01)	(\$0.02)	5%	\$0.24	(\$0.03)	(\$0.00)	(\$0.02)
Week Ending	2/22/98	1%	(\$0.30)	(\$0.30)	94%	(\$0.01)	(\$0.02)	5%	\$0.25	(\$0.00)	(\$0.00)	(\$0.02)
Week Ending	3/1/98	2%	(\$0.28)	(\$0.28)	93%	(\$0.00)	(\$0.03)	6%	\$0.25	(\$0.00)	\$0.00	(\$0.03)
Week Ending	03/08/1998	2%	(\$0.28)	(\$0.28)	94%	(\$0.01)	(\$0.03)	5%	\$0.24	(\$0.03)	(\$0.00)	(\$0.03)
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	46%	(\$0.26)	(\$0.26)	49%	(\$0.08)	(\$0.09)	5%	\$0.00	\$0.00	\$0.00	(\$0.16)
Week Ending	2/8/98	37%	(\$0.26)	(\$0.26)	58%	(\$0.13)	(\$0.06)	5%	\$0.00	\$0.00	(\$0.17)	(\$0.13)
Week Ending	2/15/98	37%	(\$0.26)	(\$0.26)	63%	(\$0.13)	(\$0.07)	0%			(\$0.18)	(\$0.14)
Week Ending	2/22/98	51%	(\$0.10)	(\$0.27)	49%	(\$0.15)	(\$0.09)	0%			(\$0.13)	(\$0.18)
Week Ending	3/1/98	49%	(\$0.10)	(\$0.27)	50%	(\$0.09)	(\$0.10)	2%	\$0.00	\$0.00	(\$0.09)	(\$0.18)
Week Ending	03/08/1998	52%	(\$0.11)	(\$0.27)	43%	(\$0.08)	(\$0.12)	5%	\$0.00	\$0.00	(\$0.09)	(\$0.19)
Salem/Oth Ex MI		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	2%	(\$0.30)	(\$0.30)	98%	(\$0.00)	(\$0.05)	0%			(\$0.01)	(\$0.06)
Week Ending	2/8/98	3%	(\$0.30)	(\$0.30)	97%	\$0.00	(\$0.03)	0%			(\$0.01)	(\$0.03)
Week Ending	2/15/98	3%	(\$0.30)	(\$0.30)	97%	\$0.00	(\$0.03)	0%			(\$0.01)	(\$0.04)
Week Ending	2/22/98	1%	(\$0.30)	(\$0.30)	99%	\$0.00	(\$0.03)	0%			(\$0.00)	(\$0.04)
Week Ending	3/1/98	1%	(\$0.30)	(\$0.30)	99%	\$0.01	(\$0.04)	0%			\$0.01	(\$0.04)
Week Ending	03/08/1998	1%	(\$0.30)	(\$0.30)	98%	\$0.01	(\$0.04)	1%	\$0.40	\$0.30	\$0.01	(\$0.03)
Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending					99%							

\*Average Price Gap

51852 6314

3/9/98

ALBANY DIVISION

## Weekly Trended - ALL STORES

## Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
Camel(XNF)/GasConv		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	11%	\$0.21	(\$0.22)	72%	\$0.32	(\$0.11)	18%	\$0.71	(\$0.16)	\$0.38	(\$0.13)
Week Ending	2/8/98	6%	\$0.24	(\$0.25)	77%	\$0.33	(\$0.14)	17%	\$0.72	(\$0.15)	\$0.39	(\$0.15)
Week Ending	2/15/98	6%	\$0.24	(\$0.25)	71%	\$0.35	(\$0.16)	22%	\$0.67	(\$0.13)	\$0.41	(\$0.16)
Week Ending	2/22/98	5%	\$0.14	(\$0.27)	73%	\$0.35	(\$0.16)	23%	\$0.61	(\$0.16)	\$0.40	(\$0.17)
Week Ending	3/1/98	8%	\$0.17	(\$0.26)	71%	\$0.35	(\$0.19)	21%	\$0.61	(\$0.17)	\$0.39	(\$0.19)
Week Ending	03/08/1998	5%	\$0.21	(\$0.26)	72%	\$0.34	(\$0.17)	23%	\$0.54	(\$0.11)	\$0.38	(\$0.16)
Camel(XNF)/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.35	(\$0.05)	0%			\$0.35	(\$0.05)
Week Ending	2/8/98	0%			100%	\$0.35	(\$0.05)	0%			\$0.35	(\$0.05)
Week Ending	2/15/98	22%	\$0.29	(\$0.30)	78%	\$0.35	(\$0.05)	0%			\$0.34	(\$0.10)
Week Ending	2/22/98	29%	\$0.29	(\$0.30)	71%	\$0.46	(\$0.07)	0%			\$0.41	(\$0.14)
Week Ending	3/1/98	45%	\$0.29	(\$0.30)	55%	\$0.52	(\$0.15)	0%			\$0.42	(\$0.22)
Week Ending	03/08/1998	45%	\$0.29	(\$0.30)	55%	\$0.52	(\$0.15)	0%			\$0.42	(\$0.22)
Camel(XNF)/Oth Ex MI		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	2%	\$0.26	(\$0.20)	71%	\$0.29	(\$0.14)	27%	\$0.51	(\$0.01)	\$0.35	(\$0.11)
Week Ending	2/8/98	0%			79%	\$0.31	(\$0.18)	21%	\$0.51	(\$0.01)	\$0.35	(\$0.15)
Week Ending	2/15/98	0%			81%	\$0.31	(\$0.18)	19%	\$0.49	(\$0.07)	\$0.35	(\$0.16)
Week Ending	2/22/98	0%			87%	\$0.33	(\$0.15)	13%	\$0.48	(\$0.15)	\$0.35	(\$0.15)
Week Ending	3/1/98	0%			89%	\$0.34	(\$0.15)	11%	\$0.51	(\$0.22)	\$0.36	(\$0.16)
Week Ending	03/08/1998	2%	\$0.21	(\$0.25)	87%	\$0.34	(\$0.14)	11%	\$0.51	(\$0.14)	\$0.36	(\$0.15)
Camel(XNF)/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												

9189 25819

3/9/98  
ALBANY DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

	MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
	APG*	APG		APG	APG		APG	APG		APG	APG
Winston/GasConv	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Winston/CigOutlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%			100%	\$0.35	(\$0.05)	0%			\$0.35	(\$0.05)
Week Ending 2/8/98	0%			100%	\$0.35	(\$0.05)	0%			\$0.35	(\$0.05)
Week Ending 2/15/98	22%	\$0.29	(\$0.30)	78%	\$0.35	(\$0.05)	0%			\$0.34	(\$0.10)
Week Ending 2/22/98	29%	\$0.29	(\$0.30)	71%	\$0.46	(\$0.07)	0%			\$0.41	(\$0.14)
Week Ending 3/1/98	45%	\$0.29	(\$0.30)	55%	\$0.52	(\$0.15)	0%			\$0.42	(\$0.22)
Week Ending 03/08/1998	45%	\$0.29	(\$0.30)	55%	\$0.52	(\$0.15)	0%			\$0.42	(\$0.22)
Winston/Oth Ex MI	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%			0%			100%	\$0.50	\$0.00	\$0.50	\$0.00
Week Ending 2/8/98	0%			0%			100%	\$0.50	\$0.00	\$0.50	\$0.00
Week Ending 2/15/98	0%			66%	\$0.29	\$0.00	34%	\$0.50	\$0.00	\$0.36	\$0.00
Week Ending 2/22/98	0%			66%	\$0.29	\$0.00	34%	\$0.50	\$0.00	\$0.36	\$0.00
Week Ending 3/1/98	0%			66%	\$0.29	\$0.00	34%	\$0.50	\$0.00	\$0.36	\$0.00
Week Ending 03/08/1998	0%			66%	\$0.29	\$0.00	34%	\$0.50	\$0.00	\$0.36	\$0.00
Winston/SuperMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											

9189 25815



3/9/98  
ALBANY DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Doral/GasConv												
Week Ending	2/1/98	6%	(\$0.22)	(\$0.54)	89%	(\$0.01)	(\$0.51)	6%	\$0.14	(\$0.62)	(\$0.01)	(\$0.52)
Week Ending	2/8/98	6%	(\$0.18)	(\$0.56)	91%	(\$0.00)	(\$0.55)	4%	\$0.17	(\$0.61)	(\$0.01)	(\$0.55)
Week Ending	2/15/98	4%	(\$0.17)	(\$0.64)	94%	(\$0.00)	(\$0.56)	2%	\$0.32	(\$0.86)	(\$0.00)	(\$0.57)
Week Ending	2/22/98	4%	(\$0.17)	(\$0.64)	91%	\$0.00	(\$0.58)	5%	\$0.09	(\$0.38)	(\$0.00)	(\$0.57)
Week Ending	3/1/98	4%	(\$0.17)	(\$0.58)	91%	\$0.00	(\$0.59)	5%	\$0.09	(\$0.38)	(\$0.00)	(\$0.58)
Week Ending	03/08/1998	2%	(\$0.12)	(\$0.48)	97%	(\$0.00)	(\$0.55)	1%	\$0.15	(\$0.53)	(\$0.00)	(\$0.55)
Doral/CigOutlet												
Week Ending	2/1/98	0%			100%	\$0.00	(\$0.40)	0%			\$0.00	(\$0.40)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.40)	0%			\$0.00	(\$0.40)
Week Ending	2/15/98	0%			100%	\$0.00	(\$0.44)	0%			\$0.00	(\$0.44)
Week Ending	2/22/98	0%			100%	\$0.00	(\$0.55)	0%			\$0.00	(\$0.55)
Week Ending	3/1/98	0%			100%	\$0.00	(\$0.63)	0%			\$0.00	(\$0.63)
Week Ending	03/08/1998	0%			100%	\$0.00	(\$0.63)	0%			\$0.00	(\$0.63)
Doral/Oth Ex MI												
Week Ending	2/1/98	0%			90%	(\$0.01)	(\$0.48)	10%	\$0.18	(\$0.14)	\$0.01	(\$0.45)
Week Ending	2/8/98	0%			92%	(\$0.01)	(\$0.51)	8%	\$0.18	(\$0.14)	\$0.01	(\$0.48)
Week Ending	2/15/98	0%			95%	(\$0.01)	(\$0.52)	5%	\$0.26	(\$0.07)	\$0.01	(\$0.50)
Week Ending	2/22/98	0%			98%	(\$0.01)	(\$0.50)	2%	\$0.20	(\$0.30)	(\$0.00)	(\$0.50)
Week Ending	3/1/98	0%			95%	\$0.00	(\$0.52)	5%	\$0.26	(\$0.18)	\$0.01	(\$0.51)
Week Ending	03/08/1998	0%			95%	\$0.00	(\$0.51)	5%	\$0.26	(\$0.18)	\$0.01	(\$0.49)
Doral/SuperMkt												
Week Ending	2/1/98	0%			100%	(\$0.09)	(\$0.29)	0%			(\$0.09)	(\$0.29)
Week Ending	2/8/98	0%			100%	(\$0.08)	(\$0.27)	0%			(\$0.08)	(\$0.27)
Week Ending	2/15/98	0%			100%	(\$0.08)	(\$0.27)	0%			(\$0.08)	(\$0.27)
Week Ending	2/22/98	0%			100%	\$0.00	(\$0.41)	0%			\$0.00	(\$0.41)
Week Ending	3/1/98	0%			100%	\$0.00	(\$0.41)	0%			\$0.00	(\$0.41)
Week Ending	03/08/1998	0%			100%	\$0.00	(\$0.34)	0%			\$0.00	(\$0.34)

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3/9/98

## ALBANY DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*			APG			APG			APG	APG
		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Salem/GasConv												
Week Ending	2/1/98	5%	(\$0.23)	(\$0.23)	88%	(\$0.00)	(\$0.04)	8%	\$0.12	(\$0.28)	(\$0.00)	(\$0.06)
Week Ending	2/8/98	4%	(\$0.23)	(\$0.23)	88%	(\$0.01)	(\$0.03)	8%	\$0.12	(\$0.28)	(\$0.01)	(\$0.06)
Week Ending	2/15/98	1%	(\$0.30)	(\$0.30)	91%	(\$0.01)	(\$0.06)	8%	\$0.12	(\$0.28)	(\$0.00)	(\$0.08)
Week Ending	2/22/98	2%	(\$0.30)	(\$0.30)	92%	(\$0.01)	(\$0.07)	6%	\$0.10	(\$0.30)	(\$0.01)	(\$0.09)
Week Ending	3/1/98	2%	(\$0.30)	(\$0.30)	92%	(\$0.00)	(\$0.07)	6%	\$0.10	(\$0.30)	(\$0.00)	(\$0.09)
Week Ending	03/08/1998	2%	(\$0.30)	(\$0.30)	94%	(\$0.01)	(\$0.07)	4%	\$0.10	(\$0.30)	(\$0.01)	(\$0.08)
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending											\$0.00	
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Salem/Oth Ex MI		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			100%	(\$0.06)	(\$0.18)	0%			(\$0.06)	(\$0.18)
Week Ending	2/8/98	0%			100%	(\$0.06)	(\$0.05)	0%			(\$0.06)	(\$0.05)
Week Ending	2/15/98	0%			100%	(\$0.06)	(\$0.05)	0%			(\$0.06)	(\$0.05)
Week Ending	2/22/98	0%			100%	(\$0.05)	(\$0.05)	0%			(\$0.05)	(\$0.05)
Week Ending	3/1/98	0%			100%	(\$0.05)	(\$0.05)	0%			(\$0.05)	(\$0.05)
Week Ending	03/08/1998	0%			100%	(\$0.05)	(\$0.08)	0%			(\$0.05)	(\$0.08)
Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending					99%							

\*Average Price Gap

8129 25815

3/9/98  
BUFFALO DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

			MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
			APG*	APG		APG	APG		APG	APG		APG	APG
Camel(XNF)/GasConv			% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98		2%	\$0.24	(\$0.05)	93%	\$0.33	(\$0.10)	5%	\$0.38	\$0.12	\$0.33	(\$0.09)
Week Ending	2/8/98		2%	\$0.19	(\$0.11)	93%	\$0.34	(\$0.11)	4%	\$0.64	(\$0.02)	\$0.35	(\$0.11)
Week Ending	2/15/98		1%	\$0.24	(\$0.05)	96%	\$0.34	(\$0.11)	3%	\$0.74	\$0.00	\$0.35	(\$0.10)
Week Ending	2/22/98		2%	\$0.18	(\$0.12)	95%	\$0.34	(\$0.10)	2%	\$0.74	\$0.00	\$0.35	(\$0.09)
Week Ending	3/1/98		2%	\$0.18	(\$0.12)	95%	\$0.33	(\$0.10)	3%	\$0.74	\$0.00	\$0.34	(\$0.09)
Week Ending	03/08/1998		2%	\$0.18	(\$0.12)	93%	\$0.31	(\$0.09)	5%	\$0.46	\$0.07	\$0.32	(\$0.08)
Camel(XNF)/CigOutlet			% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98		0%			100%	\$0.38	\$0.00	0%			\$0.38	\$0.00
Week Ending	2/8/98		0%			100%	\$0.38	\$0.00	0%			\$0.38	\$0.00
Week Ending	2/15/98		0%			100%	\$0.47	(\$0.15)	0%			\$0.47	(\$0.15)
Week Ending	2/22/98		0%			100%	\$0.47	(\$0.15)	0%			\$0.47	(\$0.15)
Week Ending	3/1/98		0%			100%	\$0.47	(\$0.15)	0%			\$0.47	(\$0.15)
Week Ending	03/08/1998		0%			100%	\$0.61	\$0.10	0%			\$0.61	\$0.10
Camel(XNF)/Oth Ex MI			% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98		0%			90%	\$0.27	(\$0.06)	10%	\$0.45	(\$0.15)	\$0.29	(\$0.07)
Week Ending	2/8/98		0%			91%	\$0.27	(\$0.07)	9%	\$0.45	(\$0.15)	\$0.29	(\$0.08)
Week Ending	2/15/98		0%			91%	\$0.29	(\$0.07)	9%	\$0.45	(\$0.15)	\$0.30	(\$0.08)
Week Ending	2/22/98		0%			91%	\$0.28	(\$0.08)	9%	\$0.45	(\$0.15)	\$0.30	(\$0.08)
Week Ending	3/1/98		0%			91%	\$0.28	(\$0.09)	9%	\$0.45	(\$0.15)	\$0.29	(\$0.09)
Week Ending	03/08/1998		9%	\$0.25	(\$0.25)	82%	\$0.27	(\$0.09)	9%	\$0.45	(\$0.15)	\$0.29	(\$0.11)
Camel(XNF)/SuperMkt			% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending													
Week Ending													
Week Ending													
Week Ending													
Week Ending													

6189 25815

3/9/98  
BUFFALO DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

	MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
	APG*	APG		APG	APG		APG	APG		APG	APG
	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Winston/GasConv											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Winston/CigOutlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%			100%	\$0.38	\$0.00	0%			\$0.38	\$0.00
Week Ending 2/8/98	0%			100%	\$0.38	\$0.00	0%			\$0.38	\$0.00
Week Ending 2/15/98	0%			100%	\$0.47	(\$0.15)	0%			\$0.47	(\$0.15)
Week Ending 2/22/98	0%			100%	\$0.47	(\$0.15)	0%			\$0.47	(\$0.15)
Week Ending 3/1/98	0%			100%	\$0.47	(\$0.15)	0%			\$0.47	(\$0.15)
Week Ending 03/08/1998	0%			100%	\$0.61	\$0.10	0%			\$0.61	\$0.10
Winston/Oth Ex MI	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%			100%	\$0.27	\$0.00	0%			\$0.27	\$0.00
Week Ending 2/8/98	0%			100%	\$0.29	(\$0.02)	0%			\$0.29	(\$0.02)
Week Ending 2/15/98	0%			100%	\$0.29	(\$0.02)	0%			\$0.29	(\$0.02)
Week Ending 2/22/98	0%			100%	\$0.28	(\$0.02)	0%			\$0.28	(\$0.02)
Week Ending 3/1/98	0%			100%	\$0.28	(\$0.02)	0%			\$0.28	(\$0.02)
Week Ending 03/08/1998	0%			100%	\$0.27	\$0.00	0%			\$0.27	\$0.00
Winston/SuperMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											

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3/9/98  
BUFFALO DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Doral/GasConv												
Week Ending	2/1/98	0%			99%	(\$0.01)	(\$0.44)	1%	\$0.00	(\$0.11)	(\$0.01)	(\$0.43)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.45)	0%			\$0.00	(\$0.45)
Week Ending	2/15/98	0%			100%	(\$0.00)	(\$0.46)	0%			(\$0.00)	(\$0.46)
Week Ending	2/22/98	1%	(\$0.25)	(\$0.57)	99%	(\$0.00)	(\$0.44)	0%			(\$0.00)	(\$0.45)
Week Ending	3/1/98	1%	(\$0.25)	(\$0.57)	99%	(\$0.00)	(\$0.44)	0%			(\$0.01)	(\$0.44)
Week Ending	03/08/1998	1%	(\$0.25)	(\$0.57)	99%	(\$0.01)	(\$0.41)	0%			(\$0.01)	(\$0.41)
Doral/CigOutlet												
Week Ending	2/1/98	0%			100%	\$0.00	(\$0.38)	0%			\$0.00	(\$0.38)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.38)	0%			\$0.00	(\$0.38)
Week Ending	2/15/98	0%			100%	\$0.00	(\$0.62)	0%			\$0.00	(\$0.62)
Week Ending	2/22/98	0%			100%	\$0.00	(\$0.62)	0%			\$0.00	(\$0.62)
Week Ending	3/1/98	0%			100%	\$0.00	(\$0.62)	0%			\$0.00	(\$0.62)
Week Ending	03/08/1998	0%			100%	\$0.00	(\$0.51)	0%			\$0.00	(\$0.51)
Doral/Oth Ex MI												
Week Ending	2/1/98	0%			100%	(\$0.03)	(\$0.39)	0%			(\$0.03)	(\$0.39)
Week Ending	2/8/98	3%	(\$0.30)	(\$0.54)	97%	(\$0.02)	(\$0.38)	0%			(\$0.02)	(\$0.39)
Week Ending	2/15/98	3%	(\$0.30)	(\$0.54)	97%	(\$0.00)	(\$0.38)	0%			(\$0.01)	(\$0.39)
Week Ending	2/22/98	3%	(\$0.30)	(\$0.54)	97%	(\$0.00)	(\$0.39)	0%			(\$0.01)	(\$0.39)
Week Ending	3/1/98	3%	(\$0.30)	(\$0.54)	97%	\$0.00	(\$0.39)	0%			(\$0.01)	(\$0.39)
Week Ending	03/08/1998	3%	(\$0.30)	(\$0.54)	97%	(\$0.00)	(\$0.41)	0%			(\$0.01)	(\$0.41)
Doral/SuperMkt												
Week Ending	2/1/98	0%			93%	\$0.00	(\$0.33)	7%	\$0.00	(\$0.09)	\$0.00	(\$0.31)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.33)	0%			\$0.00	(\$0.33)
Week Ending	2/15/98	0%			100%	\$0.00	(\$0.34)	0%			\$0.00	(\$0.34)
Week Ending	2/22/98	0%			100%	\$0.00	(\$0.34)	0%			\$0.00	(\$0.34)
Week Ending	3/1/98	0%			100%	\$0.00	(\$0.33)	0%			\$0.00	(\$0.33)
Week Ending	03/08/1998	5%	(\$0.25)	(\$0.53)	95%	\$0.00	(\$0.33)	0%			(\$0.01)	(\$0.34)

1289 25815

3/9/98  
BUFFALO DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Salem/GasConv												
Week Ending	2/1/98	0%			100%	(\$0.00)	(\$0.10)	0%			(\$0.00)	(\$0.10)
Week Ending	2/8/98	0%			97%	(\$0.01)	(\$0.10)	3%	\$0.10	(\$0.30)	(\$0.01)	(\$0.10)
Week Ending	2/15/98	0%			97%	(\$0.01)	(\$0.11)	3%	\$0.10	(\$0.30)	(\$0.01)	(\$0.11)
Week Ending	2/22/98	0%			98%	(\$0.02)	(\$0.09)	2%	\$0.10	(\$0.30)	(\$0.02)	(\$0.10)
Week Ending	3/1/98	0%			97%	(\$0.02)	(\$0.09)	3%	\$0.10	(\$0.30)	(\$0.02)	(\$0.10)
Week Ending	03/08/1998	0%			100%	(\$0.02)	(\$0.09)	0%			(\$0.02)	(\$0.09)
Salem/CigOutlet												
Week Ending	2/1/98	0%			100%	\$0.15	\$0.15	0%			\$0.00	\$0.15
Week Ending	2/8/98	0%			100%	\$0.15	\$0.15	0%			\$0.15	\$0.15
Week Ending	2/15/98	0%			100%	(\$0.15)	(\$0.15)	0%			(\$0.15)	(\$0.15)
Week Ending	2/22/98	0%			100%	(\$0.15)	(\$0.15)	0%			(\$0.15)	(\$0.15)
Week Ending	3/1/98	0%			100%	(\$0.15)	(\$0.15)	0%			(\$0.15)	(\$0.15)
Week Ending	03/08/1998	0%			100%	\$0.15	\$0.15	0%			\$0.15	\$0.15
Salem/Oth Ex MI												
Week Ending	2/1/98	0%			100%	\$0.00	(\$0.08)	0%			\$0.00	(\$0.08)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.07)	0%			\$0.00	(\$0.07)
Week Ending	2/15/98	0%			100%	(\$0.01)	(\$0.10)	0%			(\$0.01)	(\$0.10)
Week Ending	2/22/98	0%			100%	(\$0.01)	(\$0.10)	0%			(\$0.01)	(\$0.10)
Week Ending	3/1/98	0%			100%	(\$0.01)	(\$0.10)	0%			(\$0.01)	(\$0.10)
Week Ending	03/08/1998	0%			100%	(\$0.04)	(\$0.10)	0%			(\$0.04)	(\$0.10)
Salem/SuperMkt												
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending					99%							

\*Average Price Gap

3/9/98

BUFFALO REGION

## Weekly Trended - ALL STORES

## Pack Analysis

				MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
				APG*	APG		APG	APG		APG	APG		APG	APG
				% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Camel(XNF)/GasConv														
Week Ending	2/1/98			6%	\$0.21	(\$0.21)	80%	\$0.33	(\$0.12)	14%	\$0.59	(\$0.09)	\$0.36	(\$0.12)
Week Ending	2/8/98			4%	\$0.24	(\$0.24)	81%	\$0.34	(\$0.13)	15%	\$0.60	(\$0.10)	\$0.38	(\$0.13)
Week Ending	2/15/98			6%	\$0.26	(\$0.23)	78%	\$0.35	(\$0.14)	16%	\$0.61	(\$0.10)	\$0.39	(\$0.14)
Week Ending	2/22/98			5%	\$0.23	(\$0.24)	78%	\$0.35	(\$0.14)	17%	\$0.60	(\$0.11)	\$0.38	(\$0.14)
Week Ending	3/1/98			6%	\$0.21	(\$0.24)	77%	\$0.35	(\$0.15)	17%	\$0.59	(\$0.11)	\$0.38	(\$0.15)
Week Ending	03/08/1998			5%	\$0.24	(\$0.22)	76%	\$0.34	(\$0.12)	19%	\$0.54	(\$0.08)	\$0.37	(\$0.12)
Camel(XNF)/CigOutlet				% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98			37%	\$0.34	(\$0.22)	63%	\$0.34	(\$0.08)	0%			\$0.34	(\$0.13)
Week Ending	2/8/98			24%	\$0.33	(\$0.24)	73%	\$0.33	(\$0.09)	3%	\$0.38	\$0.00	\$0.33	(\$0.12)
Week Ending	2/15/98			25%	\$0.32	(\$0.25)	75%	\$0.33	(\$0.10)	0%			\$0.33	(\$0.14)
Week Ending	2/22/98			42%	\$0.34	(\$0.24)	58%	\$0.36	(\$0.10)	0%			\$0.35	(\$0.16)
Week Ending	3/1/98			42%	\$0.34	(\$0.24)	57%	\$0.35	(\$0.13)	1%	\$0.30	\$0.00	\$0.35	(\$0.17)
Week Ending	03/08/1998			46%	\$0.32	(\$0.21)	49%	\$0.36	(\$0.10)	5%	\$0.41	\$0.03	\$0.35	(\$0.14)
Camel(XNF)/Oth Ex MI				% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98			4%	\$0.25	(\$0.21)	82%	\$0.28	(\$0.07)	15%	\$0.53	(\$0.09)	\$0.32	(\$0.08)
Week Ending	2/8/98			3%	\$0.26	(\$0.22)	87%	\$0.28	(\$0.10)	10%	\$0.52	(\$0.06)	\$0.30	(\$0.10)
Week Ending	2/15/98			1%	\$0.26	(\$0.20)	88%	\$0.29	(\$0.10)	11%	\$0.54	(\$0.14)	\$0.32	(\$0.10)
Week Ending	2/22/98			1%	\$0.26	(\$0.20)	89%	\$0.30	(\$0.10)	10%	\$0.55	(\$0.14)	\$0.32	(\$0.10)
Week Ending	3/1/98			2%	\$0.26	(\$0.20)	84%	\$0.30	(\$0.11)	14%	\$0.53	(\$0.13)	\$0.33	(\$0.11)
Week Ending	03/08/1998			3%	\$0.25	(\$0.23)	83%	\$0.30	(\$0.10)	14%	\$0.56	(\$0.12)	\$0.34	(\$0.10)
Camel(XNF)/SuperMkt				% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending														
Week Ending														
Week Ending														
Week Ending														
Week Ending														

Buffalo OK

C 5%

- N. K. L. C.

14%

L.A.!

Plan B  
 - Syracuse on Camel in C-GAS  
 Less Aggressive 25%  
 - Albany on Camel in C-GAS LA - 23%

51852 6323

3/9/98

BUFFALO REGION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG* APG			APG APG			APG APG			APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Winston/GasConv												
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Winston/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98		37%	\$0.34	(\$0.22)	63%	\$0.34	(\$0.08)	0%			\$0.34	(\$0.13)
Week Ending 2/8/98		24%	\$0.33	(\$0.24)	73%	\$0.33	(\$0.09)	3%	\$0.38	\$0.00	\$0.33	(\$0.12)
Week Ending 2/15/98		25%	\$0.32	(\$0.25)	75%	\$0.33	(\$0.10)	0%			\$0.33	(\$0.14)
Week Ending 2/22/98		42%	\$0.34	(\$0.24)	58%	\$0.36	(\$0.10)	0%			\$0.35	(\$0.16)
Week Ending 3/1/98		42%	\$0.34	(\$0.24)	57%	\$0.35	(\$0.13)	1%	\$0.30	\$0.00	\$0.35	(\$0.17)
Week Ending 03/08/1998		46%	\$0.32	(\$0.21)	49%	\$0.36	(\$0.10)	5%	\$0.41	\$0.03	\$0.35	(\$0.14)
Winston/Oth Ex MI		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98		0%			96%	\$0.26	\$0.00	4%	\$0.50	\$0.00	\$0.27	\$0.00
Week Ending 2/8/98		0%			96%	\$0.26	(\$0.00)	4%	\$0.50	\$0.00	\$0.27	(\$0.00)
Week Ending 2/15/98		0%			97%	\$0.27	(\$0.02)	3%	\$0.50	\$0.00	\$0.28	(\$0.02)
Week Ending 2/22/98		0%			97%	\$0.27	(\$0.02)	3%	\$0.50	\$0.00	\$0.28	(\$0.02)
Week Ending 3/1/98		0%			88%	\$0.27	(\$0.02)	12%	\$0.50	\$0.00	\$0.30	(\$0.02)
Week Ending 03/08/1998		0%			87%	\$0.26	\$0.00	13%	\$0.50	\$0.00	\$0.29	\$0.00
Winston/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												

51852 6324



3/9/98

BUFFALO REGION

## Weekly Trended - ALL STORES

## Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG* APG			APG APG			APG APG			APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Doral/GasConv												
Week Ending	2/1/98	6%	(\$0.13)	(\$0.61)	90%	(\$0.00)	(\$0.48)	4%	\$0.13	(\$0.49)	(\$0.01)	(\$0.48)
Week Ending	2/8/98	5%	(\$0.15)	(\$0.64)	93%	(\$0.00)	(\$0.51)	2%	\$0.18	(\$0.53)	(\$0.01)	(\$0.51)
Week Ending	2/15/98	5%	(\$0.17)	(\$0.66)	93%	(\$0.00)	(\$0.52)	2%	\$0.23	(\$0.59)	(\$0.00)	(\$0.53)
Week Ending	2/22/98	5%	(\$0.17)	(\$0.66)	92%	(\$0.00)	(\$0.53)	3%	\$0.14	(\$0.39)	(\$0.01)	(\$0.53)
Week Ending	3/1/98	6%	(\$0.21)	(\$0.64)	91%	(\$0.00)	(\$0.54)	3%	\$0.14	(\$0.38)	(\$0.01)	(\$0.54)
Week Ending	03/08/1998	6%	(\$0.20)	(\$0.63)	92%	(\$0.00)	(\$0.50)	2%	\$0.16	(\$0.36)	(\$0.01)	(\$0.50)
Doral/CigOutlet											Sav	Mrlboro
Week Ending	2/1/98	0%			100%	(\$0.01)	(\$0.48)	0%			(\$0.01)	(\$0.48)
Week Ending	2/8/98	5%	(\$0.30)	(\$0.45)	95%	(\$0.01)	(\$0.47)	0%			(\$0.02)	(\$0.47)
Week Ending	2/15/98	5%	(\$0.30)	(\$0.45)	95%	(\$0.01)	(\$0.49)	0%			(\$0.02)	(\$0.49)
Week Ending	2/22/98	0%			100%	(\$0.00)	(\$0.51)	0%			(\$0.00)	(\$0.51)
Week Ending	3/1/98	0%			100%	(\$0.00)	(\$0.52)	0%			(\$0.00)	(\$0.52)
Week Ending	03/08/1998	2%	(\$0.20)	(\$0.48)	98%	(\$0.00)	(\$0.50)	0%			(\$0.01)	(\$0.50)
Doral/Oth Ex MI											Sav	Mrlboro
Week Ending	2/1/98	1%	(\$0.10)	(\$0.20)	97%	(\$0.01)	(\$0.41)	2%	\$0.18	(\$0.14)	(\$0.00)	(\$0.40)
Week Ending	2/8/98	2%	(\$0.16)	(\$0.43)	96%	(\$0.00)	(\$0.40)	2%	\$0.18	(\$0.14)	(\$0.00)	(\$0.40)
Week Ending	2/15/98	2%	(\$0.16)	(\$0.43)	97%	(\$0.00)	(\$0.43)	1%	\$0.26	(\$0.07)	(\$0.00)	(\$0.43)
Week Ending	2/22/98	2%	(\$0.16)	(\$0.51)	98%	(\$0.00)	(\$0.43)	1%	\$0.20	(\$0.30)	(\$0.00)	(\$0.43)
Week Ending	3/1/98	2%	(\$0.16)	(\$0.51)	97%	\$0.00	(\$0.45)	1%	\$0.26	(\$0.18)	\$0.00	(\$0.44)
Week Ending	03/08/1998	2%	(\$0.16)	(\$0.52)	96%	(\$0.00)	(\$0.43)	2%	\$0.31	(\$0.39)	\$0.00	(\$0.44)
Doral/SuperMkt											Sav	Mrlboro
Week Ending	2/1/98	12%	(\$0.18)	(\$0.44)	86%	(\$0.01)	(\$0.30)	3%	\$0.00	(\$0.09)	(\$0.03)	(\$0.31)
Week Ending	2/8/98	8%	(\$0.20)	(\$0.43)	92%	(\$0.00)	(\$0.30)	0%			(\$0.02)	(\$0.31)
Week Ending	2/15/98	4%	(\$0.05)	(\$0.48)	96%	(\$0.00)	(\$0.33)	0%			(\$0.01)	(\$0.34)
Week Ending	2/22/98	4%	(\$0.05)	(\$0.48)	96%	\$0.00	(\$0.34)	0%			(\$0.00)	(\$0.35)
Week Ending	3/1/98	4%	(\$0.05)	(\$0.48)	96%	\$0.00	(\$0.35)	0%			(\$0.00)	(\$0.35)
Week Ending	03/08/1998	6%	(\$0.13)	(\$0.50)	94%	(\$0.00)	(\$0.34)	0%			(\$0.01)	(\$0.35)

51852 6325

3/9/98

## BUFFALO REGION

## Weekly Trended - ALL STORES

## Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Salem/GasConv												
Week Ending	2/1/98	5%	(\$0.27)	(\$0.27)	93%	(\$0.01)	(\$0.05)	2%	\$0.12	(\$0.28)	(\$0.02)	(\$0.05)
Week Ending	2/8/98	3%	(\$0.26)	(\$0.26)	93%	(\$0.01)	(\$0.05)	4%	\$0.18	(\$0.14)	(\$0.01)	(\$0.06)
Week Ending	2/15/98	1%	(\$0.30)	(\$0.30)	94%	(\$0.01)	(\$0.05)	6%	\$0.16	(\$0.18)	(\$0.01)	(\$0.06)
Week Ending	2/22/98	1%	(\$0.30)	(\$0.30)	94%	(\$0.01)	(\$0.05)	5%	\$0.17	(\$0.16)	(\$0.01)	(\$0.06)
Week Ending	3/1/98	1%	(\$0.29)	(\$0.29)	94%	(\$0.01)	(\$0.06)	5%	\$0.17	(\$0.16)	(\$0.00)	(\$0.07)
Week Ending	03/08/1998	1%	(\$0.29)	(\$0.29)	95%	(\$0.01)	(\$0.05)	3%	\$0.19	(\$0.13)	(\$0.01)	(\$0.06)
Salem/CigOutlet												
Week Ending	2/1/98	34%	(\$0.26)	(\$0.26)	62%	\$0.05	(\$0.09)	4%	\$0.00	\$0.00	\$0.00	(\$0.14)
Week Ending	2/8/98	26%	(\$0.26)	(\$0.26)	70%	\$0.02	(\$0.07)	3%	\$0.00	\$0.00	(\$0.05)	(\$0.12)
Week Ending	2/15/98	26%	(\$0.26)	(\$0.26)	74%	(\$0.01)	(\$0.10)	0%			(\$0.08)	(\$0.14)
Week Ending	2/22/98	39%	(\$0.10)	(\$0.27)	61%	(\$0.03)	(\$0.11)	0%			(\$0.06)	(\$0.17)
Week Ending	3/1/98	38%	(\$0.10)	(\$0.27)	61%	\$0.01	(\$0.12)	1%	\$0.00	\$0.00	(\$0.03)	(\$0.17)
Week Ending	03/08/1998	40%	(\$0.11)	(\$0.27)	56%	(\$0.08)	(\$0.11)	4%	\$0.00	\$0.00	(\$0.09)	(\$0.17)
Salem/Oth Ex MI												
Week Ending	2/1/98	1%	(\$0.30)	(\$0.30)	99%	(\$0.00)	(\$0.06)	0%			(\$0.01)	(\$0.07)
Week Ending	2/8/98	2%	(\$0.30)	(\$0.30)	98%	(\$0.00)	(\$0.04)	0%			(\$0.01)	(\$0.05)
Week Ending	2/15/98	2%	(\$0.30)	(\$0.30)	98%	(\$0.00)	(\$0.05)	0%			(\$0.01)	(\$0.06)
Week Ending	2/22/98	1%	(\$0.30)	(\$0.30)	99%	(\$0.01)	(\$0.05)	0%			(\$0.01)	(\$0.05)
Week Ending	3/1/98	1%	(\$0.30)	(\$0.30)	99%	\$0.00	(\$0.06)	0%			(\$0.00)	(\$0.06)
Week Ending	03/08/1998	1%	(\$0.30)	(\$0.30)	98%	(\$0.01)	(\$0.05)	1%	\$0.40	\$0.30	(\$0.00)	(\$0.05)
Salem/SuperMkt												
Week Ending		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending					99%							

\*Average Price Gap

9289 28815

3/9/98  
SYRACUSE DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
Camel(XNF)/GasConv		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	6%	\$0.17	(\$0.21)	78%	\$0.33	(\$0.08)	15%	\$0.55	(\$0.04)	\$0.35	(\$0.08)
Week Ending	2/8/98	4%	\$0.23	(\$0.25)	77%	\$0.34	(\$0.09)	20%	\$0.53	(\$0.07)	\$0.37	(\$0.09)
Week Ending	2/15/98	8%	\$0.25	(\$0.22)	71%	\$0.35	(\$0.09)	21%	\$0.55	(\$0.08)	\$0.38	(\$0.10)
Week Ending	2/22/98	8%	\$0.24	(\$0.22)	69%	\$0.35	(\$0.09)	23%	\$0.57	(\$0.07)	\$0.39	(\$0.10)
Week Ending	3/1/98	8%	\$0.22	(\$0.22)	70%	\$0.35	(\$0.09)	23%	\$0.57	(\$0.06)	\$0.39	(\$0.09)
Week Ending	03/08/1998	7%	\$0.25	(\$0.23)	68%	\$0.34	(\$0.06)	25%	\$0.54	(\$0.06)	\$0.38	(\$0.07)
Camel(XNF)/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	55%	\$0.34	(\$0.22)	45%	\$0.40	(\$0.09)	0%			\$0.37	(\$0.16)
Week Ending	2/8/98	39%	\$0.33	(\$0.24)	56%	\$0.37	(\$0.10)	5%	\$0.38	\$0.00	\$0.35	(\$0.15)
Week Ending	2/15/98	39%	\$0.33	(\$0.24)	61%	\$0.36	(\$0.11)	0%			\$0.34	(\$0.16)
Week Ending	2/22/98	60%	\$0.34	(\$0.23)	40%	\$0.40	(\$0.10)	0%			\$0.37	(\$0.18)
Week Ending	3/1/98	57%	\$0.34	(\$0.23)	41%	\$0.39	(\$0.15)	2%	\$0.30	\$0.00	\$0.36	(\$0.19)
Week Ending	03/08/1998	63%	\$0.32	(\$0.20)	30%	\$0.41	(\$0.15)	8%	\$0.41	\$0.03	\$0.35	(\$0.17)
Camel(XNF)/Oth Ex MI		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	6%	\$0.25	(\$0.21)	82%	\$0.27	(\$0.04)	11%	\$0.57	(\$0.15)	\$0.31	(\$0.06)
Week Ending	2/8/98	6%	\$0.26	(\$0.22)	90%	\$0.25	(\$0.04)	4%	\$0.62	(\$0.15)	\$0.27	(\$0.06)
Week Ending	2/15/98	3%	\$0.26	(\$0.20)	89%	\$0.28	(\$0.05)	8%	\$0.64	(\$0.23)	\$0.31	(\$0.07)
Week Ending	2/22/98	3%	\$0.26	(\$0.20)	88%	\$0.29	(\$0.06)	9%	\$0.63	(\$0.14)	\$0.32	(\$0.07)
Week Ending	3/1/98	4%	\$0.26	(\$0.20)	78%	\$0.28	(\$0.06)	19%	\$0.55	(\$0.09)	\$0.33	(\$0.07)
Week Ending	03/08/1998	2%	\$0.27	(\$0.20)	81%	\$0.28	(\$0.04)	17%	\$0.60	(\$0.10)	\$0.34	(\$0.06)
Camel(XNF)/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												

LZ39 Z5815

3/9/98  
SYRACUSE DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

	MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
	APG*	APG		APG	APG		APG	APG		APG	APG
	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Winston/GasConv											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Winston/CigOutlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	55%	\$0.34	(\$0.22)	45%	\$0.40	(\$0.09)	0%			\$0.37	(\$0.16)
Week Ending 2/8/98	39%	\$0.33	(\$0.24)	56%	\$0.37	(\$0.10)	5%	\$0.38	\$0.00	\$0.35	(\$0.15)
Week Ending 2/15/98	39%	\$0.33	(\$0.24)	61%	\$0.36	(\$0.11)	0%			\$0.34	(\$0.16)
Week Ending 2/22/98	60%	\$0.34	(\$0.23)	40%	\$0.40	(\$0.10)	0%			\$0.37	(\$0.18)
Week Ending 3/1/98	57%	\$0.34	(\$0.23)	41%	\$0.39	(\$0.15)	2%	\$0.30	\$0.00	\$0.36	(\$0.19)
Week Ending 03/08/1998	63%	\$0.32	(\$0.20)	30%	\$0.41	(\$0.15)	8%	\$0.41	\$0.03	\$0.35	(\$0.17)
Winston/Oth Ex MI	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%			100%	\$0.26	\$0.00	0%			\$0.26	\$0.00
Week Ending 2/8/98	0%			100%	\$0.25	\$0.00	0%			\$0.25	\$0.00
Week Ending 2/15/98	0%			100%	\$0.27	(\$0.02)	0%			\$0.27	(\$0.02)
Week Ending 2/22/98	0%			100%	\$0.27	(\$0.02)	0%			\$0.27	(\$0.02)
Week Ending 3/1/98	0%			87%	\$0.27	(\$0.02)	13%	\$0.50	\$0.00	\$0.30	(\$0.02)
Week Ending 03/08/1998	0%			86%	\$0.25	\$0.00	14%	\$0.50	\$0.00	\$0.29	\$0.00
Winston/SuperMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											

8289 ZS815

3/9/98  
SYRACUSE DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Doral/GasConv												
Week Ending	2/1/98	6%	(\$0.10)	(\$0.55)	89%	(\$0.00)	(\$0.43)	5%	\$0.15	(\$0.42)	(\$0.00)	(\$0.44)
Week Ending	2/8/98	4%	(\$0.14)	(\$0.55)	93%	(\$0.00)	(\$0.46)	3%	\$0.19	(\$0.44)	(\$0.00)	(\$0.46)
Week Ending	2/15/98	5%	(\$0.17)	(\$0.55)	92%	\$0.00	(\$0.48)	4%	\$0.19	(\$0.49)	(\$0.00)	(\$0.48)
Week Ending	2/22/98	4%	(\$0.17)	(\$0.55)	92%	\$0.00	(\$0.49)	4%	\$0.19	(\$0.41)	(\$0.00)	(\$0.49)
Week Ending	3/1/98	8%	(\$0.27)	(\$0.56)	87%	\$0.00	(\$0.49)	4%	\$0.18	(\$0.38)	(\$0.01)	(\$0.49)
Week Ending	03/08/1998	8%	(\$0.24)	(\$0.57)	87%	(\$0.00)	(\$0.46)	5%	\$0.16	(\$0.34)	(\$0.01)	(\$0.47)
Doral/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.00	(\$0.53)	0%			\$0.00	(\$0.53)
Week Ending	2/8/98	8%	(\$0.30)	(\$0.45)	92%	\$0.00	(\$0.54)	0%			(\$0.02)	(\$0.53)
Week Ending	2/15/98	8%	(\$0.30)	(\$0.45)	92%	\$0.00	(\$0.54)	0%			(\$0.02)	(\$0.53)
Week Ending	2/22/98	0%			100%	\$0.00	(\$0.54)	0%			\$0.00	(\$0.54)
Week Ending	3/1/98	0%			100%	\$0.00	(\$0.55)	0%			\$0.00	(\$0.55)
Week Ending	03/08/1998	3%	(\$0.20)	(\$0.48)	97%	\$0.00	(\$0.53)	0%			(\$0.00)	(\$0.53)
Doral/Oth Ex MI		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	1%	(\$0.10)	(\$0.20)	99%	\$0.00	(\$0.37)	0%			(\$0.00)	(\$0.37)
Week Ending	2/8/98	1%	(\$0.10)	(\$0.20)	99%	\$0.00	(\$0.33)	0%			(\$0.00)	(\$0.33)
Week Ending	2/15/98	1%	(\$0.10)	(\$0.20)	99%	\$0.00	(\$0.38)	0%			(\$0.00)	(\$0.38)
Week Ending	2/22/98	1%	(\$0.10)	(\$0.39)	99%	\$0.00	(\$0.39)	0%			(\$0.00)	(\$0.39)
Week Ending	3/1/98	1%	(\$0.10)	(\$0.39)	99%	\$0.00	(\$0.41)	0%			(\$0.00)	(\$0.41)
Week Ending	03/08/1998	1%	(\$0.10)	(\$0.39)	97%	\$0.00	(\$0.39)	1%	\$0.40	(\$0.78)	\$0.00	(\$0.39)
Doral/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	20%	(\$0.18)	(\$0.44)	80%	\$0.00	(\$0.28)	0%			(\$0.04)	(\$0.32)
Week Ending	2/8/98	14%	(\$0.20)	(\$0.43)	86%	\$0.00	(\$0.28)	0%			(\$0.03)	(\$0.30)
Week Ending	2/15/98	7%	(\$0.05)	(\$0.48)	93%	\$0.00	(\$0.34)	0%			(\$0.00)	(\$0.35)
Week Ending	2/22/98	7%	(\$0.05)	(\$0.48)	93%	\$0.00	(\$0.34)	0%			(\$0.00)	(\$0.35)
Week Ending	3/1/98	8%	(\$0.05)	(\$0.48)	92%	\$0.00	(\$0.35)	0%			(\$0.00)	(\$0.36)
Week Ending	03/08/1998	8%	(\$0.05)	(\$0.48)	92%	\$0.00	(\$0.33)	0%			(\$0.00)	(\$0.34)

3/9/98  
SYRACUSE DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Salem/GasConv												
Week Ending	2/1/98	8%	(\$0.29)	(\$0.29)	92%	(\$0.02)	(\$0.03)	0%			(\$0.04)	(\$0.05)
Week Ending	2/8/98	3%	(\$0.30)	(\$0.30)	95%	(\$0.01)	(\$0.03)	2%	\$0.40	\$0.30	(\$0.00)	(\$0.03)
Week Ending	2/15/98	1%	(\$0.30)	(\$0.30)	94%	(\$0.01)	(\$0.02)	5%	\$0.24	(\$0.03)	(\$0.00)	(\$0.02)
Week Ending	2/22/98	1%	(\$0.30)	(\$0.30)	94%	(\$0.01)	(\$0.02)	5%	\$0.25	(\$0.00)	(\$0.00)	(\$0.02)
Week Ending	3/1/98	2%	(\$0.28)	(\$0.28)	93%	(\$0.00)	(\$0.03)	6%	\$0.25	(\$0.00)	\$0.00	(\$0.03)
Week Ending	03/08/1998	2%	(\$0.28)	(\$0.28)	94%	(\$0.01)	(\$0.03)	5%	\$0.24	(\$0.03)	(\$0.00)	(\$0.03)
Salem/CigOutlet											Kool	Newport
Week Ending	2/1/98	46%	(\$0.26)	(\$0.26)	49%	(\$0.08)	(\$0.09)	5%	\$0.00	\$0.00	\$0.00	(\$0.16)
Week Ending	2/8/98	37%	(\$0.26)	(\$0.26)	58%	(\$0.13)	(\$0.06)	5%	\$0.00	\$0.00	(\$0.17)	(\$0.13)
Week Ending	2/15/98	37%	(\$0.26)	(\$0.26)	63%	(\$0.13)	(\$0.07)	0%			(\$0.18)	(\$0.14)
Week Ending	2/22/98	51%	(\$0.10)	(\$0.27)	49%	(\$0.15)	(\$0.09)	0%			(\$0.13)	(\$0.18)
Week Ending	3/1/98	49%	(\$0.10)	(\$0.27)	50%	(\$0.09)	(\$0.10)	2%	\$0.00	\$0.00	(\$0.09)	(\$0.18)
Week Ending	03/08/1998	52%	(\$0.11)	(\$0.27)	43%	(\$0.08)	(\$0.12)	5%	\$0.00	\$0.00	(\$0.09)	(\$0.19)
Salem/Oth Ex MI											Kool	Newport
Week Ending	2/1/98	2%	(\$0.30)	(\$0.30)	98%	(\$0.00)	(\$0.05)	0%			(\$0.01)	(\$0.06)
Week Ending	2/8/98	3%	(\$0.30)	(\$0.30)	97%	\$0.00	(\$0.03)	0%			(\$0.01)	(\$0.03)
Week Ending	2/15/98	3%	(\$0.30)	(\$0.30)	97%	\$0.00	(\$0.03)	0%			(\$0.01)	(\$0.04)
Week Ending	2/22/98	1%	(\$0.30)	(\$0.30)	99%	\$0.00	(\$0.03)	0%			(\$0.00)	(\$0.04)
Week Ending	3/1/98	1%	(\$0.30)	(\$0.30)	99%	\$0.01	(\$0.04)	0%			\$0.01	(\$0.04)
Week Ending	03/08/1998	1%	(\$0.30)	(\$0.30)	98%	\$0.01	(\$0.04)	1%	\$0.40	\$0.30	\$0.01	(\$0.03)
Salem/SuperMkt											Kool	Newport
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending					99%							

\*Average Price Gap

0330 29815

3/9/98

ALBANY DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
Camel(XNF)/GasConv		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	11%	\$0.21	(\$0.22)	72%	\$0.32	(\$0.11)	18%	\$0.71	(\$0.16)	\$0.38	(\$0.13)
Week Ending	2/8/98	6%	\$0.24	(\$0.25)	77%	\$0.33	(\$0.14)	17%	\$0.72	(\$0.15)	\$0.39	(\$0.15)
Week Ending	2/15/98	6%	\$0.24	(\$0.25)	71%	\$0.35	(\$0.16)	22%	\$0.67	(\$0.13)	\$0.41	(\$0.16)
Week Ending	2/22/98	5%	\$0.14	(\$0.27)	73%	\$0.35	(\$0.16)	23%	\$0.61	(\$0.16)	\$0.40	(\$0.17)
Week Ending	3/1/98	8%	\$0.17	(\$0.26)	71%	\$0.35	(\$0.19)	21%	\$0.61	(\$0.17)	\$0.39	(\$0.19)
Week Ending	03/08/1998	5%	\$0.21	(\$0.26)	72%	\$0.34	(\$0.17)	23%	\$0.54	(\$0.11)	\$0.38	(\$0.16)
Camel(XNF)/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.35	(\$0.05)	0%			\$0.35	(\$0.05)
Week Ending	2/8/98	0%			100%	\$0.35	(\$0.05)	0%			\$0.35	(\$0.05)
Week Ending	2/15/98	22%	\$0.29	(\$0.30)	78%	\$0.35	(\$0.05)	0%			\$0.34	(\$0.10)
Week Ending	2/22/98	29%	\$0.29	(\$0.30)	71%	\$0.46	(\$0.07)	0%			\$0.41	(\$0.14)
Week Ending	3/1/98	45%	\$0.29	(\$0.30)	55%	\$0.52	(\$0.15)	0%			\$0.42	(\$0.22)
Week Ending	03/08/1998	45%	\$0.29	(\$0.30)	55%	\$0.52	(\$0.15)	0%			\$0.42	(\$0.22)
Camel(XNF)/Oth Ex MI		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	2%	\$0.26	(\$0.20)	71%	\$0.29	(\$0.14)	27%	\$0.51	(\$0.01)	\$0.35	(\$0.11)
Week Ending	2/8/98	0%			79%	\$0.31	(\$0.18)	21%	\$0.51	(\$0.01)	\$0.35	(\$0.15)
Week Ending	2/15/98	0%			81%	\$0.31	(\$0.18)	19%	\$0.49	(\$0.07)	\$0.35	(\$0.16)
Week Ending	2/22/98	0%			87%	\$0.33	(\$0.15)	13%	\$0.48	(\$0.15)	\$0.35	(\$0.15)
Week Ending	3/1/98	0%			89%	\$0.34	(\$0.15)	11%	\$0.51	(\$0.22)	\$0.36	(\$0.16)
Week Ending	03/08/1998	2%	\$0.21	(\$0.25)	87%	\$0.34	(\$0.14)	11%	\$0.51	(\$0.14)	\$0.36	(\$0.15)
Camel(XNF)/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												

3/9/98  
ALBANY DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

	MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
	APG*	APG		APG	APG		APG	APG		APG	APG
Winston/GasConv	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Winston/CigOutlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%			100%	\$0.35	(\$0.05)	0%			\$0.35	(\$0.05)
Week Ending 2/8/98	0%			100%	\$0.35	(\$0.05)	0%			\$0.35	(\$0.05)
Week Ending 2/15/98	22%	\$0.29	(\$0.30)	78%	\$0.35	(\$0.05)	0%			\$0.34	(\$0.10)
Week Ending 2/22/98	29%	\$0.29	(\$0.30)	71%	\$0.46	(\$0.07)	0%			\$0.41	(\$0.14)
Week Ending 3/1/98	45%	\$0.29	(\$0.30)	55%	\$0.52	(\$0.15)	0%			\$0.42	(\$0.22)
Week Ending 03/08/1998	45%	\$0.29	(\$0.30)	55%	\$0.52	(\$0.15)	0%			\$0.42	(\$0.22)
Winston/Oth Ex MI	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%			0%			100%	\$0.50	\$0.00	\$0.50	\$0.00
Week Ending 2/8/98	0%			0%			100%	\$0.50	\$0.00	\$0.50	\$0.00
Week Ending 2/15/98	0%			66%	\$0.29	\$0.00	34%	\$0.50	\$0.00	\$0.36	\$0.00
Week Ending 2/22/98	0%			66%	\$0.29	\$0.00	34%	\$0.50	\$0.00	\$0.36	\$0.00
Week Ending 3/1/98	0%			66%	\$0.29	\$0.00	34%	\$0.50	\$0.00	\$0.36	\$0.00
Week Ending 03/08/1998	0%			66%	\$0.29	\$0.00	34%	\$0.50	\$0.00	\$0.36	\$0.00
Winston/SuperMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											

2839 25815



3/9/98  
ALBANY DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Doral/GasConv												
Week Ending	2/1/98	6%	(\$0.22)	(\$0.54)	89%	(\$0.01)	(\$0.51)	6%	\$0.14	(\$0.62)	(\$0.01)	(\$0.52)
Week Ending	2/8/98	6%	(\$0.18)	(\$0.56)	91%	(\$0.00)	(\$0.55)	4%	\$0.17	(\$0.61)	(\$0.01)	(\$0.55)
Week Ending	2/15/98	4%	(\$0.17)	(\$0.64)	94%	(\$0.00)	(\$0.56)	2%	\$0.32	(\$0.86)	(\$0.00)	(\$0.57)
Week Ending	2/22/98	4%	(\$0.17)	(\$0.64)	91%	\$0.00	(\$0.58)	5%	\$0.09	(\$0.38)	(\$0.00)	(\$0.57)
Week Ending	3/1/98	4%	(\$0.17)	(\$0.58)	91%	\$0.00	(\$0.59)	5%	\$0.09	(\$0.38)	(\$0.00)	(\$0.58)
Week Ending	03/08/1998	2%	(\$0.12)	(\$0.48)	97%	(\$0.00)	(\$0.55)	1%	\$0.15	(\$0.53)	(\$0.00)	(\$0.55)
Doral/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.00	(\$0.40)	0%			\$0.00	(\$0.40)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.40)	0%			\$0.00	(\$0.40)
Week Ending	2/15/98	0%			100%	\$0.00	(\$0.44)	0%			\$0.00	(\$0.44)
Week Ending	2/22/98	0%			100%	\$0.00	(\$0.55)	0%			\$0.00	(\$0.55)
Week Ending	3/1/98	0%			100%	\$0.00	(\$0.63)	0%			\$0.00	(\$0.63)
Week Ending	03/08/1998	0%			100%	\$0.00	(\$0.63)	0%			\$0.00	(\$0.63)
Doral/Oth Ex MI		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			90%	(\$0.01)	(\$0.48)	10%	\$0.18	(\$0.14)	\$0.01	(\$0.45)
Week Ending	2/8/98	0%			92%	(\$0.01)	(\$0.51)	8%	\$0.18	(\$0.14)	\$0.01	(\$0.48)
Week Ending	2/15/98	0%			95%	(\$0.01)	(\$0.52)	5%	\$0.26	(\$0.07)	\$0.01	(\$0.50)
Week Ending	2/22/98	0%			98%	(\$0.01)	(\$0.50)	2%	\$0.20	(\$0.30)	(\$0.00)	(\$0.50)
Week Ending	3/1/98	0%			95%	\$0.00	(\$0.52)	5%	\$0.26	(\$0.18)	\$0.01	(\$0.51)
Week Ending	03/08/1998	0%			95%	\$0.00	(\$0.51)	5%	\$0.26	(\$0.18)	\$0.01	(\$0.49)
Doral/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	(\$0.09)	(\$0.29)	0%			(\$0.09)	(\$0.29)
Week Ending	2/8/98	0%			100%	(\$0.08)	(\$0.27)	0%			(\$0.08)	(\$0.27)
Week Ending	2/15/98	0%			100%	(\$0.08)	(\$0.27)	0%			(\$0.08)	(\$0.27)
Week Ending	2/22/98	0%			100%	\$0.00	(\$0.41)	0%			\$0.00	(\$0.41)
Week Ending	3/1/98	0%			100%	\$0.00	(\$0.41)	0%			\$0.00	(\$0.41)
Week Ending	03/08/1998	0%			100%	\$0.00	(\$0.34)	0%			\$0.00	(\$0.34)

51852 6333

3/9/98

ALBANY DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Salem/GasConv												
Week Ending	2/1/98	5%	(\$0.23)	(\$0.23)	88%	(\$0.00)	(\$0.04)	8%	\$0.12	(\$0.28)	(\$0.00)	(\$0.06)
Week Ending	2/8/98	4%	(\$0.23)	(\$0.23)	88%	(\$0.01)	(\$0.03)	8%	\$0.12	(\$0.28)	(\$0.01)	(\$0.06)
Week Ending	2/15/98	1%	(\$0.30)	(\$0.30)	91%	(\$0.01)	(\$0.06)	8%	\$0.12	(\$0.28)	(\$0.00)	(\$0.08)
Week Ending	2/22/98	2%	(\$0.30)	(\$0.30)	92%	(\$0.01)	(\$0.07)	6%	\$0.10	(\$0.30)	(\$0.01)	(\$0.09)
Week Ending	3/1/98	2%	(\$0.30)	(\$0.30)	92%	(\$0.00)	(\$0.07)	6%	\$0.10	(\$0.30)	(\$0.00)	(\$0.09)
Week Ending	03/08/1998	2%	(\$0.30)	(\$0.30)	94%	(\$0.01)	(\$0.07)	4%	\$0.10	(\$0.30)	(\$0.01)	(\$0.08)
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending											\$0.00	
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Salem/Oth Ex MI		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			100%	(\$0.06)	(\$0.18)	0%			(\$0.06)	(\$0.18)
Week Ending	2/8/98	0%			100%	(\$0.06)	(\$0.05)	0%			(\$0.06)	(\$0.05)
Week Ending	2/15/98	0%			100%	(\$0.06)	(\$0.05)	0%			(\$0.06)	(\$0.05)
Week Ending	2/22/98	0%			100%	(\$0.05)	(\$0.05)	0%			(\$0.05)	(\$0.05)
Week Ending	3/1/98	0%			100%	(\$0.05)	(\$0.05)	0%			(\$0.05)	(\$0.05)
Week Ending	03/08/1998	0%			100%	(\$0.05)	(\$0.08)	0%			(\$0.05)	(\$0.08)
Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending					99%							

\*Average Price Gap

51852 6334

3/9/98  
BUFFALO DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
Camel(XNF)/GasConv		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	2%	\$0.24	(\$0.05)	93%	\$0.33	(\$0.10)	5%	\$0.38	\$0.12	\$0.33	(\$0.09)
Week Ending	2/8/98	2%	\$0.19	(\$0.11)	93%	\$0.34	(\$0.11)	4%	\$0.64	(\$0.02)	\$0.35	(\$0.11)
Week Ending	2/15/98	1%	\$0.24	(\$0.05)	96%	\$0.34	(\$0.11)	3%	\$0.74	\$0.00	\$0.35	(\$0.10)
Week Ending	2/22/98	2%	\$0.18	(\$0.12)	95%	\$0.34	(\$0.10)	2%	\$0.74	\$0.00	\$0.35	(\$0.09)
Week Ending	3/1/98	2%	\$0.18	(\$0.12)	95%	\$0.33	(\$0.10)	3%	\$0.74	\$0.00	\$0.34	(\$0.09)
Week Ending	03/08/1998	2%	\$0.18	(\$0.12)	93%	\$0.31	(\$0.09)	5%	\$0.46	\$0.07	\$0.32	(\$0.08)
Camel(XNF)/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.38	\$0.00	0%			\$0.38	\$0.00
Week Ending	2/8/98	0%			100%	\$0.38	\$0.00	0%			\$0.38	\$0.00
Week Ending	2/15/98	0%			100%	\$0.47	(\$0.15)	0%			\$0.47	(\$0.15)
Week Ending	2/22/98	0%			100%	\$0.47	(\$0.15)	0%			\$0.47	(\$0.15)
Week Ending	3/1/98	0%			100%	\$0.47	(\$0.15)	0%			\$0.47	(\$0.15)
Week Ending	03/08/1998	0%			100%	\$0.61	\$0.10	0%			\$0.61	\$0.10
Camel(XNF)/Oth Ex MI		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			90%	\$0.27	(\$0.06)	10%	\$0.45	(\$0.15)	\$0.29	(\$0.07)
Week Ending	2/8/98	0%			91%	\$0.27	(\$0.07)	9%	\$0.45	(\$0.15)	\$0.29	(\$0.08)
Week Ending	2/15/98	0%			91%	\$0.29	(\$0.07)	9%	\$0.45	(\$0.15)	\$0.30	(\$0.08)
Week Ending	2/22/98	0%			91%	\$0.28	(\$0.08)	9%	\$0.45	(\$0.15)	\$0.30	(\$0.08)
Week Ending	3/1/98	0%			91%	\$0.28	(\$0.09)	9%	\$0.45	(\$0.15)	\$0.29	(\$0.09)
Week Ending	03/08/1998	9%	\$0.25	(\$0.25)	82%	\$0.27	(\$0.09)	9%	\$0.45	(\$0.15)	\$0.29	(\$0.11)
Camel(XNF)/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												

5589 25815

3/9/98  
BUFFALO DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

	MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
	APG*	APG		APG	APG		APG	APG		APG	APG
	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Winston/GasConv											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Winston/CigOutlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%			100%	\$0.38	\$0.00	0%			\$0.38	\$0.00
Week Ending 2/8/98	0%			100%	\$0.38	\$0.00	0%			\$0.38	\$0.00
Week Ending 2/15/98	0%			100%	\$0.47	(\$0.15)	0%			\$0.47	(\$0.15)
Week Ending 2/22/98	0%			100%	\$0.47	(\$0.15)	0%			\$0.47	(\$0.15)
Week Ending 3/1/98	0%			100%	\$0.47	(\$0.15)	0%			\$0.47	(\$0.15)
Week Ending 03/08/1998	0%			100%	\$0.61	\$0.10	0%			\$0.61	\$0.10
Winston/Oth Ex MI	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%			100%	\$0.27	\$0.00	0%			\$0.27	\$0.00
Week Ending 2/8/98	0%			100%	\$0.29	(\$0.02)	0%			\$0.29	(\$0.02)
Week Ending 2/15/98	0%			100%	\$0.29	(\$0.02)	0%			\$0.29	(\$0.02)
Week Ending 2/22/98	0%			100%	\$0.28	(\$0.02)	0%			\$0.28	(\$0.02)
Week Ending 3/1/98	0%			100%	\$0.28	(\$0.02)	0%			\$0.28	(\$0.02)
Week Ending 03/08/1998	0%			100%	\$0.27	\$0.00	0%			\$0.27	\$0.00
Winston/SuperMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											

9889 25815

3/9/98  
BUFFALO DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Doral/GasConv												
Week Ending	2/1/98	0%			99%	(\$0.01)	(\$0.44)	1%	\$0.00	(\$0.11)	(\$0.01)	(\$0.43)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.45)	0%			\$0.00	(\$0.45)
Week Ending	2/15/98	0%			100%	(\$0.00)	(\$0.46)	0%			(\$0.00)	(\$0.46)
Week Ending	2/22/98	1%	(\$0.25)	(\$0.57)	99%	(\$0.00)	(\$0.44)	0%			(\$0.00)	(\$0.45)
Week Ending	3/1/98	1%	(\$0.25)	(\$0.57)	99%	(\$0.00)	(\$0.44)	0%			(\$0.01)	(\$0.44)
Week Ending	03/08/1998	1%	(\$0.25)	(\$0.57)	99%	(\$0.01)	(\$0.41)	0%			(\$0.01)	(\$0.41)
Doral/CigOutlet												
Week Ending	2/1/98	0%			100%	\$0.00	(\$0.38)	0%			\$0.00	(\$0.38)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.38)	0%			\$0.00	(\$0.38)
Week Ending	2/15/98	0%			100%	\$0.00	(\$0.62)	0%			\$0.00	(\$0.62)
Week Ending	2/22/98	0%			100%	\$0.00	(\$0.62)	0%			\$0.00	(\$0.62)
Week Ending	3/1/98	0%			100%	\$0.00	(\$0.62)	0%			\$0.00	(\$0.62)
Week Ending	03/08/1998	0%			100%	\$0.00	(\$0.51)	0%			\$0.00	(\$0.51)
Doral/Oth Ex MI												
Week Ending	2/1/98	0%			100%	(\$0.03)	(\$0.39)	0%			(\$0.03)	(\$0.39)
Week Ending	2/8/98	3%	(\$0.30)	(\$0.54)	97%	(\$0.02)	(\$0.38)	0%			(\$0.02)	(\$0.39)
Week Ending	2/15/98	3%	(\$0.30)	(\$0.54)	97%	(\$0.00)	(\$0.38)	0%			(\$0.01)	(\$0.39)
Week Ending	2/22/98	3%	(\$0.30)	(\$0.54)	97%	(\$0.00)	(\$0.39)	0%			(\$0.01)	(\$0.39)
Week Ending	3/1/98	3%	(\$0.30)	(\$0.54)	97%	\$0.00	(\$0.39)	0%			(\$0.01)	(\$0.39)
Week Ending	03/08/1998	3%	(\$0.30)	(\$0.54)	97%	(\$0.00)	(\$0.41)	0%			(\$0.01)	(\$0.41)
Doral/SuperMkt												
Week Ending	2/1/98	0%			93%	\$0.00	(\$0.33)	7%	\$0.00	(\$0.09)	\$0.00	(\$0.31)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.33)	0%			\$0.00	(\$0.33)
Week Ending	2/15/98	0%			100%	\$0.00	(\$0.34)	0%			\$0.00	(\$0.34)
Week Ending	2/22/98	0%			100%	\$0.00	(\$0.34)	0%			\$0.00	(\$0.34)
Week Ending	3/1/98	0%			100%	\$0.00	(\$0.33)	0%			\$0.00	(\$0.33)
Week Ending	03/08/1998	5%	(\$0.25)	(\$0.53)	95%	\$0.00	(\$0.33)	0%			(\$0.01)	(\$0.34)

L339 Z58T5

3/9/98

## BUFFALO DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Salem/GasConv												
Week Ending	2/1/98	0%			100%	(\$0.00)	(\$0.10)	0%			(\$0.00)	(\$0.10)
Week Ending	2/8/98	0%			97%	(\$0.01)	(\$0.10)	3%	\$0.10	(\$0.30)	(\$0.01)	(\$0.10)
Week Ending	2/15/98	0%			97%	(\$0.01)	(\$0.11)	3%	\$0.10	(\$0.30)	(\$0.01)	(\$0.11)
Week Ending	2/22/98	0%			98%	(\$0.02)	(\$0.09)	2%	\$0.10	(\$0.30)	(\$0.02)	(\$0.10)
Week Ending	3/1/98	0%			97%	(\$0.02)	(\$0.09)	3%	\$0.10	(\$0.30)	(\$0.02)	(\$0.10)
Week Ending	03/08/1998	0%			100%	(\$0.02)	(\$0.09)	0%			(\$0.02)	(\$0.09)
Salem/CigOutlet		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			100%	\$0.15	\$0.15	0%			\$0.00	\$0.15
Week Ending	2/8/98	0%			100%	\$0.15	\$0.15	0%			\$0.15	\$0.15
Week Ending	2/15/98	0%			100%	(\$0.15)	(\$0.15)	0%			(\$0.15)	(\$0.15)
Week Ending	2/22/98	0%			100%	(\$0.15)	(\$0.15)	0%			(\$0.15)	(\$0.15)
Week Ending	3/1/98	0%			100%	(\$0.15)	(\$0.15)	0%			(\$0.15)	(\$0.15)
Week Ending	03/08/1998	0%			100%	\$0.15	\$0.15	0%			\$0.15	\$0.15
Salem/Oth Ex MI		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending	2/1/98	0%			100%	\$0.00	(\$0.08)	0%			\$0.00	(\$0.08)
Week Ending	2/8/98	0%			100%	\$0.00	(\$0.07)	0%			\$0.00	(\$0.07)
Week Ending	2/15/98	0%			100%	(\$0.01)	(\$0.10)	0%			(\$0.01)	(\$0.10)
Week Ending	2/22/98	0%			100%	(\$0.01)	(\$0.10)	0%			(\$0.01)	(\$0.10)
Week Ending	3/1/98	0%			100%	(\$0.01)	(\$0.10)	0%			(\$0.01)	(\$0.10)
Week Ending	03/08/1998	0%			100%	(\$0.04)	(\$0.10)	0%			(\$0.04)	(\$0.10)
Salem/SuperMkt		% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending					99%							

\*Average Price Gap

8338 25819

3/9/98

NASHUA DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
Camel(XNF)/GasConv		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	4%	\$0.32	(\$0.27)	83%	\$0.35	(\$0.19)	13%	\$0.53	(\$0.16)	\$0.37	(\$0.19)
Week Ending	2/8/98	5%	\$0.31	(\$0.27)	82%	\$0.36	(\$0.21)	13%	\$0.59	(\$0.15)	\$0.39	(\$0.21)
Week Ending	2/15/98	5%	\$0.31	(\$0.27)	82%	\$0.37	(\$0.23)	12%	\$0.61	(\$0.14)	\$0.39	(\$0.22)
Week Ending	2/22/98	4%	\$0.33	(\$0.30)	85%	\$0.36	(\$0.24)	11%	\$0.62	(\$0.15)	\$0.39	(\$0.23)
Week Ending	3/1/98	4%	\$0.33	(\$0.30)	81%	\$0.36	(\$0.25)	15%	\$0.57	(\$0.17)	\$0.39	(\$0.24)
Week Ending	03/08/1998	7%	\$0.27	(\$0.20)	79%	\$0.36	(\$0.21)	14%	\$0.56	(\$0.14)	\$0.38	(\$0.20)
Camel(XNF)/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.26	(\$0.09)	0%			\$0.26	(\$0.09)
Week Ending	2/8/98	0%			100%	\$0.26	(\$0.09)	0%			\$0.26	(\$0.09)
Week Ending	2/15/98	0%			100%	\$0.26	(\$0.09)	0%			\$0.26	(\$0.09)
Week Ending	2/22/98	0%			100%	\$0.26	(\$0.09)	0%			\$0.26	(\$0.09)
Week Ending	3/1/98	0%			100%	\$0.26	(\$0.09)	0%			\$0.26	(\$0.09)
Week Ending	03/08/1998	0%			100%	\$0.26	(\$0.09)	0%			\$0.26	(\$0.09)
Camel(XNF)/Oth Ex MI		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.36	(\$0.25)	0%			\$0.36	(\$0.25)
Week Ending	2/8/98	0%			100%	\$0.35	(\$0.28)	0%			\$0.35	(\$0.28)
Week Ending	2/15/98	0%			100%	\$0.35	(\$0.28)	0%			\$0.35	(\$0.28)
Week Ending	2/22/98	0%			100%	\$0.35	(\$0.33)	0%			\$0.35	(\$0.33)
Week Ending	3/1/98	0%			100%	\$0.35	(\$0.42)	0%			\$0.35	(\$0.42)
Week Ending	03/08/1998	0%			100%	\$0.35	(\$0.43)	0%			\$0.35	(\$0.43)
Camel(XNF)/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending												
Week Ending												
Week Ending												
Week Ending												
Week Ending												

6009 25819

3/9/98  
NASHUA DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

	MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
	APG*	APG		APG	APG		APG	APG		APG	APG
	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Winston/GasConv											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Winston/CigOutlet	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending 2/1/98	0%			100%	\$0.26	(\$0.09)	0%			\$0.26	(\$0.09)
Week Ending 2/8/98	0%			100%	\$0.26	(\$0.09)	0%			\$0.26	(\$0.09)
Week Ending 2/15/98	0%			100%	\$0.26	(\$0.09)	0%			\$0.26	(\$0.09)
Week Ending 2/22/98	0%			100%	\$0.26	(\$0.09)	0%			\$0.26	(\$0.09)
Week Ending 3/1/98	0%			100%	\$0.26	(\$0.09)	0%			\$0.26	(\$0.09)
Week Ending 03/08/1998	0%			100%	\$0.26	(\$0.09)	0%			\$0.26	(\$0.09)
Winston/Oth Ex MI	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Winston/SuperMkt	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											

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3/9/98  
NASHUA DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

		MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
		APG*	APG		APG	APG		APG	APG		APG	APG
		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Doral/GasConv												
Week Ending	2/1/98	11%	(\$0.12)	(\$0.72)	87%	(\$0.00)	(\$0.55)	2%	\$0.10	(\$0.59)	(\$0.01)	(\$0.57)
Week Ending	2/8/98	11%	(\$0.15)	(\$0.75)	89%	(\$0.00)	(\$0.59)	0%			(\$0.02)	(\$0.61)
Week Ending	2/15/98	10%	(\$0.16)	(\$0.75)	90%	(\$0.00)	(\$0.62)	0%			(\$0.02)	(\$0.64)
Week Ending	2/22/98	12%	(\$0.17)	(\$0.75)	88%	(\$0.00)	(\$0.63)	0%			(\$0.02)	(\$0.65)
Week Ending	3/1/98	12%	(\$0.17)	(\$0.76)	88%	(\$0.00)	(\$0.64)	0%			(\$0.02)	(\$0.65)
Week Ending	03/08/1998	12%	(\$0.17)	(\$0.74)	88%	(\$0.00)	(\$0.58)	0%			(\$0.02)	(\$0.60)
Doral/CigOutlet		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	(\$0.02)	(\$0.38)	0%			(\$0.02)	(\$0.38)
Week Ending	2/8/98	0%			100%	(\$0.02)	(\$0.38)	0%			(\$0.02)	(\$0.38)
Week Ending	2/15/98	0%			100%	(\$0.02)	(\$0.38)	0%			(\$0.02)	(\$0.38)
Week Ending	2/22/98	0%			100%	(\$0.02)	(\$0.38)	0%			(\$0.02)	(\$0.38)
Week Ending	3/1/98	0%			100%	(\$0.02)	(\$0.38)	0%			(\$0.02)	(\$0.38)
Week Ending	03/08/1998	0%			100%	(\$0.02)	(\$0.38)	0%			(\$0.02)	(\$0.38)
Doral/Oth Ex MI		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98	0%			100%	\$0.00	(\$0.60)	0%			\$0.00	(\$0.60)
Week Ending	2/8/98	13%	(\$0.10)	(\$0.65)	87%	\$0.00	(\$0.65)	0%			(\$0.01)	(\$0.65)
Week Ending	2/15/98	13%	(\$0.10)	(\$0.65)	87%	\$0.00	(\$0.65)	0%			(\$0.01)	(\$0.65)
Week Ending	2/22/98	13%	(\$0.10)	(\$0.65)	87%	\$0.00	(\$0.69)	0%			(\$0.01)	(\$0.69)
Week Ending	3/1/98	13%	(\$0.10)	(\$0.65)	87%	\$0.00	(\$0.80)	0%			(\$0.01)	(\$0.78)
Week Ending	03/08/1998	12%	(\$0.10)	(\$0.70)	88%	\$0.00	(\$0.80)	0%			(\$0.01)	(\$0.78)
Doral/SuperMkt		% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	% CIV	Sav	Mrlboro	Sav	Mrlboro
Week Ending	2/1/98											
Week Ending	2/8/98											
Week Ending	2/15/98											
Week Ending	2/22/98	0%			100%	\$0.00	(\$0.39)	0%			\$0.00	(\$0.39)
Week Ending	3/1/98	0%			100%	\$0.00	(\$0.39)	0%			\$0.00	(\$0.39)
Week Ending	03/08/1998	0%			100%	(\$0.04)	(\$0.40)	0%			(\$0.04)	(\$0.40)

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3/9/98  
NASHUA DIVISION

Weekly Trended - ALL STORES  
Pack Analysis

	MORE AGGRESSIVE			WITHIN STRATEGY			LESS AGGRESSIVE			TOTAL	TOTAL
	APG*	APG		APG	APG		APG	APG		APG	APG
Salem/GasConv	% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending 2/1/98											
Week Ending 2/8/98											
Week Ending 2/15/98											
Week Ending 2/22/98											
Week Ending 3/1/98											
Week Ending 03/08/1998											
Salem/CigOutlet	% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending 2/1/98	0%			100%	\$0.25	(\$0.15)	0%			\$0.00	(\$0.15)
Week Ending 2/8/98	0%			100%	\$0.25	(\$0.15)	0%			\$0.25	(\$0.15)
Week Ending 2/15/98	0%			100%	\$0.25	(\$0.15)	0%			\$0.25	(\$0.15)
Week Ending 2/22/98	0%			100%	\$0.25	(\$0.15)	0%			\$0.25	(\$0.15)
Week Ending 3/1/98	0%			100%	\$0.25	(\$0.15)	0%			\$0.25	(\$0.15)
Week Ending 03/08/1998	0%			100%	(\$0.15)	(\$0.15)	0%			(\$0.15)	(\$0.15)
Salem/Oth Ex MI	% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Salem/SuperMkt	% CIV	Kool	Newport	% CIV	Kool	Newport	% CIV	Kool	Newport	Kool	Newport
Week Ending											
Week Ending											
Week Ending											
Week Ending											
Week Ending				99%							

51852 6342

<b>CAMEL MENTHOL B1G1F</b>								
<b>IMMEDIATE HEAVEY-UP!</b>								
All PA assignments where Newport, Kool & Salem have the highest SOM in the Syracuse Division!								
<b>Syracuse 1Q96 AIM figures.</b>								
		<b>G/S</b>		<b>A/O</b>				
<b>Division</b>	<b>Newport</b>	13.08%		11.77%				
	<b>Kool</b>	3.25%		3.54%				
	<b>Salem</b>	4.23%		10.61%				
<b>162204</b>	<b>Newport</b>	9.28%		9.17%				
	<b>Kool</b>	2.85%		3.96%				
	<b>Salem</b>	3.89%		4.66%				
	<b>Winston</b>	7.89%		8.45%				
<b>162207</b>	<b>Newport</b>	15.91%		13.08%				
	<b>Kool</b>	3.27%		3.82%				
	<b>Salem</b>	4.56%		5.95%				
	<b>Winston</b>	4.92%		6.88%				
<b>162208</b>	<b>Newport</b>	21.19%		17.20%				
	<b>Kool</b>	4.03%		4.92%				
	<b>Salem</b>	5.16%		7.02%				
	<b>Winston</b>	4.55%		6.59%				
<b>162209</b>	<b>Newport</b>	19.69%		16.04%				
	<b>Kool</b>	4.23%		4.08%				
	<b>Salem</b>	5.02%		6.09%				
	<b>Winston</b>	5.13%		6.11%				
<b>Region</b>	<b>Newport</b>	12.54%		12.21%				
	<b>Kool</b>	3.18%		3.78%				
	<b>Salem</b>	3.49%		4.40%				
<b>DIVISION TOTALS=</b>		65cases						
		Kline(162800)=42cases						
		Mid-Valley(094931)=16cases						
		Mutual(447000)=7cases						

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## CAMEL MENTHOL B1G1F

September heavy-up!

162201- Potsdam, Canton Area.

2cases-N.Country Candy(468800)

1case-Grays Whls. (236370)

162202-Oswego Area.

2cases-Herkimer Whls.(278580)

1case-Auer & Co.(026300)

162203-Cortland,Hamilton,Ithaca,Syracuse Area's

3cases- Auer & Co.(026300)

5cases- F&T(180000??)

1case-Herkimer Whls.(278580)

3cases-Jones-McIntosh(533288)

162204-Binghamton Area

1case-Mountain Candy( )

1case-Mutual Whls.(447000)

1case-Trip Food( )

162205-Cazenovia Area.

1case-Auer & Co.(026300)

162209-Wilkes-Barre Area.

1case-Kline(162800)

TOTAL=17CASES.

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